DOCUMENT RESUME

ED 200 245 IR 009 288

AUTHOR Nystrom, Lois J.
TITLE 1980 Multi-Media Evaluation Report.
INSTITUTION Capitol Region Education Council, West Hartford, Conn.
PUB DATE 80
NOTE 252p.; Some data varies in legibility.
AVAILABLE FROM METRO/Capitol Region Education Council, 212 King Philip Dr., West Hartford, CT 06117 ($25.00).

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS *Audiovisual Aids; Educational Equipment; *Educational Media; *Instructional Films; Media Research; Media Selection; *Summative Evaluation; Visual Aids

ABSTRACT

Over a 12-month period, urban, suburban, and rural (non-farm) educational programs in Connecticut were evaluated to determine the quality of instructional materials in those programs. Evaluation data were collected from statistical summaries, predictive instruments, teacher reactions, student reactions, in-depth studies, evaluation seminars, and observations. Materials covered in the report are divided into two categories: 16mm films (363 titles) and building level materials (145 items), including filmstrips, kits, records, cassettes, study prints, slides, models, and overhead transparencies from 42 commercial distributors. Evaluative data for all types of media are presented in the form of composite sheets which draw together, average, and/or enumerate information collected from users of the materials. Representative teacher comments and samplings of student comments are included. In addition, recommendations for the use of the report, guidelines and procedures for preparation of data sheets, and indicators to quality of products are given. (Author/MER)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED200245

METRO Media Evaluation Center

212 King Philip Drive
West Hartford, Connecticut 06117

U S DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

1980 MULTI-MEDIA EVALUATION REPORT

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

/ Lois J. Nystrom

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

IR009288

A Program of CREC Capitol Region Education Council

BASIC PREMISES FOR THE FUNCTIONING OF THE

CAPITOL REGION EDUCATION COUNCIL'S

MULTI-MEDIA EVALUATION CENTER,

METRO

I. In this age of accountability and fiscal restraint, the major problem for educators has not been the philosophical justification of new and existing educational programs, but rather the documentation of apprehended success in the classroom. This documentation has proven to be a massive and overwhelming task best handled as a cooperative venture carried out by professionally motivated educators across a wide spectrum of the educational community.

II. Multi-media instructional materials (including films, filmstrips, slides, flat prints, overhead projecturals, records, sound tapes, and coordinated combinations of these), carefully chosen and used to support the multi-sensory learning patterns of children within a well-developed and tested lesson plan framework, are essential for quality education.

III. Multi-media instructional materials may have very wide ranges of applicability in grade level and content area, as well as varying strategies for use in specific socio-economic learning environments. It becomes necessary, then, for classroom teachers in a given region to try out the instructional materials in every possible combination of strategies, levels, content areas, and learning environments, and to share the results.

IV. To fit individualized and multi-paced teaching strategies and learning patterns, performance-proven multi-media instructional materials need to be available, both to teachers and learners, on a very nearly continuous basis.

The following report on the evaluation of instructional materials is based on data collected from:

statistical summaries
predictive instruments
teacher reactions
student reactions
in-depth studies
evaluation seminars
observations by the CREC/METRO staff

The materials covered in this report are divided into two categories: 16mm films, generally purchased at a school district level, and building level materials, including items such as filmstrips, kits, records, cassettes, study prints, etc..

Following the format used for the past two years, evaluative data for all types of media -- films and building level materials -- are presented in the form of composite sheets, drawing together, averaging and/or enumerating information collected from users of the materials. Representative teacher comments and samplings of student comments are included when available.

It should be noted that the "User Comments" for any item may vary widely. One user may find the item "enchanting" while another equally adept user may find it "a crashing bore". Such disparate comments found together in the data sheets are not included to create ambiguity or confusion; the "User Comments" sections are intended to be non-interpreted raw data.

Such ambivalence of user responses in the past has frequently indicated that the item described was one which provokes the strong emotional reactions so necessary to foster meaningful discussion and should not be dismissed as a negative factor.

RECOMMENDATIONS FOR THE USE OF THIS REPORT

Recommendation:

Each school system should make available to its staff a basic collection of multi-media instructional materials of performance-proven value on a continuous accessibility basis, either through individual or group purchase or on a massive rental basis. CREC does not provide this service in its present operating pattern. Information in this report will have its greatest value as a guide to individual towns in the purchase and rental of multi-media instructional materials.

Using 16mm film as an example, it should be noted that of the 363 films evaluated, the top 10% are unquestionably of high quality and great classroom value. These films, thirty-four single titles and two series, represent an investment of long-term value which, though substantial, should not be beyond the reach of most school systems committed to quality education.

42 titles at (average) $300/film = $12,600

On a cost-per-student basis, over the life of the films, this would represent less than the cost of a single paperback book for each student, a figure easily justified in relation to the total education budget. It might be noted that, as print material costs escalate rapidly, film costs have also risen, though not as rapidly. The alarming price increases announced last year as a result of increased silver prices have now, for the most part, been rolled back so that while inflation takes its toll, the bottom line still has film prices rising more slowly than those in many other areas of education.

When considering film purchases, potential selections should not be limited to the overall top 10% or the upper 25% for each company. The top 10% comprises a group of films which are undoubtedly of high quality, great classroom utility, and multidisciplinary application. Purchase of this list as a whole would not be unwise, but any prospective purchaser should carefully examine the films included in the top 25% for each company. These are also high-rated films; they may be somewhat more limited in age or curricular application. The fact that a film is included on neither of these lists should not automatically exclude it from consideration. The primary criterion in any purchase selection is the curricular needs of the purchaser; many quite good films will be found outside the two lists, and these may fit the exact needs of a particular purchaser better than another, higher-rated film. Appropriately, the very best films evaluated each year (possibly, the top 10%) should be purchased not by CREC, but by the school systems individually or cooperatively. This would leave CREC funds available to purchase materials which are more properly housed and circulated on a regional basis, i.e., films with narrower audience or subject application. If a film will be screened several times a year in a given town, it should be owned by that town (or a small cooperative library). If it is to be used but once a year in each town, the CREC regional center is its proper home.

It should be noted that METRO makes no commitment to purchase any materials; items are placed by producers and distributors solely for evaluation. Subject to availability of funds, METRO does purchase a small number of items. This is not for the purchase of building a "library" collection, but rather to serve two functions: an attempt to make continued participation more feasible for producers and distributors, and to make outstanding materials available for

continued evaluation by users who may not have been able to examine them during the initial year. Proposals for collective purchasing and the establishment of a regional library of instructional materials have been made at regular intervals, but the decision to move in this direction has not been made by CREC or the METRO member districts.

Recommendation:

Curriculum coordinators should examine carefully all items, especially those listed in the top 10% and 25% categories, to find those that would be of value to their teachers. METRO maintains complete records of utilization; the staff is prepared to help you determine which materials have been used in your system, by whom they were used, and the results of their use. If materials which seem valuable appear to be receiving limited use, the staff can assist you in bringing them to the attention of your teachers. We are aware that where top quality materials are in regular use, excellent teaching is taking place. Teachers who regularly visit the Center are demonstrating concern and respect for their students; this commitment does not pass unnoticed by colleagues and superiors. Concerned teachers using high quality materials make an outstanding combination. METRO has data gathered from these situations to assist your teachers in developing specific utilization plans, whether you buy or rent film.

Those responsible for making purchasing decisions regarding instructional materials should insist on having performance evaluation data in hand before any conclusions are drawn. With over 350,000 items of "instructional" material on the market, the days when an "evaluation committee" could do a comprehensive job of examining all available items are long past. This report is one source of such data and should be used as such.

We would like to call your attention to the producers and distributors who placed materials in METRO for a full year of unrestricted evaluation during 1979-1980:

AIMS Instructional Media Services
Alfred Higgins Productions
American Educational Films
Benchmark Films, Inc.
*Bergwall Productions, Inc.
PFA Educational Media
Carousel Films, Inc.
*Center For Humanities
Centron Films, Inc.
Changing Times Education Service
Churchill Films
Coronet (Perspective Film Collection)
Current Affairs
Document Associates
Educational Dimensions Group
*Educational Enrichment Materials
*EMC Corporation
*Encyclopaedia Britannica
*Esmeralda Films
Films, Incorporated
Guidance Associates
International Film Foundation
Journal Films
*Walter J. Klein Company
*Little Red Filmhouse
*Lumen-Bel Productions
National Aeronautics and Space Admin.
National AudioVisual Center
National Geographic Society
*A.J. Nystrom Company
Pathescope Educational Media
*Phoenix Films, Inc.
Pyramid Films
Random House, Inc.
*Scholastic Magazine
Screenscope, Inc.
Stanton Films
Sterling Education Films, Inc.
Sunburst Communications
Weston Woods
Wombat Productions
Xerox

* denotes first-year participant

OA

GUIDELINES AND PROCEDURES FOR THE PREPARATION OF DATA SHEETS

Summary statements are provided for each company. These generalizations are based on:

collected evaluative data	observations by the CREC/METRO staff
written comments of students	verbal comments of users (teachers)

They are intended to point out major strengths and weaknesses and general user reaction to the items evaluated during the 1979-1980 school year.

16mm Film

Classroom teachers in towns holding membership in METRO may, for a period of one week, borrow materials to use in their classrooms. At the time of their return each user is required to submit a completed evaluation report on materials used. Other individuals are welcome to preview any available materials using facilities available within the Center itself; they may not remove materials from the Center. These individuals are also required to report their personal reactions and opinions of materials previewed. The thousands of reports obtained through the year form the primary source for the data compiled in this report.

As in any survey process, the selection of the questions to be asked as well as the most effective way to phrase them is a critical issue. The 1979-1980 form (blue) used for reporting is found on pages 9 & 10 of this Report. It is to be noted, however, that the METRO program continues to monitor the use of reporting instruments with an eye to increasing effectiveness in gathering meaningful data which is useful to both users and producers. The request for the number of times a film was screened saw its first full year of use during 1979-1980. Although the figures are, as expected, higher than those obtained during a six-month trial in the previous year, they still do not accurately reflect the true amount of usage a film receives. Some users tend to exaggerate this figure, saying in effect "look how well I used the film while I had it"; others tend to downplay the figure in an equally misguided effort to say "see how well I treated your film by not using it too much".

This question obviously needs clarification if it is to be truly accurate as a quantitative measurement. In the meantime, our review of responses received would indicate that two qualitative statements can be made: first, screening figures will be substantially higher for a secondary level film which is shown to 2-10 sections of the same course than they will for an elementary level film which may be presented to as much as half the student population in a single screening; second, there is a relationship between the quality of a film and the number of screenings per booking. Booking figures are indicative of the appeal of a film based on its subject matter and catalog description; screening figures are indicative of the success of a film in the school environment: good films will be passed from teacher to teacher and used several times, while poor films will receive only a preview screening.

METRO will continue to work on refining this question to enable us to receive a true quantitative measurement.

In line with the policy of continually seeking the most pertinent data, the 1980-1981 evaluation form requests information on the most effective medium for

the material presented and seeks to determine what type(s) and what percentage of 16mm films would be equally effective in a video format.

Student Interface

This student interface figure represents an average of all ratings received in the "Student Comments" section on the back of the blue forms:

Interest	Participation
Response	Motivation

Each of the items was rated on a scale of from 1 (poor) to 4 (excellent). The purpose of the "interface rating" is to give the prospective user an idea of probable student reaction to a given film. It should be noted that it is a composite of the users' (teachers') opinions of student reaction, and not a direct rating by the students themselves.

Student Comments

Student comments on many of the films evaluated are on file and available for review at METRO. The volume of these comments prohibits their inclusion within the body of this report; however, random samplings have been included to provide some additional insights to student's evaluative input.

NOTE: If a film received fewer than three (3) evaluations or the film was evaluated less than 30% of the number of times it was booked, it was not included in the company's composite evaluation nor was it considered for inclusion in the top 10% and 25% listings.

Specific Guidelines For Interpretation Of 16mm Film Data Sheets

Composite Rating:

The composite rating is the average of all ratings given to a film, after the deletion of the one highest and one lowest rating. These deletions are made in order to give as accurate a figure as possible, eliminating the chance of a single contrary opinion having undue effect on the composite figure. An exception to this procedure occurs where fewer than seven (7) ratings are available. In such cases, the high and the low are included, since dropping them would excessively narrow the opinion base. If a film was obviously misused, e.g., a primary film used in senior high and rated low because of "juvenile presentation", a resultant low rating will be discarded. The interpretation of "misuse" and deletion of associated ratings were left to the expertise of the analyst preparing the report.

NOTE: The composite rating is not to be considered a definitive statement of the "value" or "quality" of an item; all areas of data must be considered by the user in the light of the user's objectives before any valid statement can be made. The majority of items in this report fall within a rather narrow numerical range in the Composite Rating column; only unusually high or low ratings should be considered accurate indicators when taken alone.

Number of Times Circulated:

This number indicates how many times a film was borrowed from METRO during the year. Under the borrowing procedure in effect at METRO between July 1979-1980, a film could be borrowed for one week. A total of 12 days (7--circulation; 2--weekend; 3--examination, cleaning, and record keeping) is needed by the METRO staff to "turn a film around" from one viewer to the next. Thus, in 180 school days, it is possible for one single film to be borrowed 14 times under ordinary circumstances. Special bookings are made for films which are in heavy demand and are circulated 15 times or more during the year.

However, this number does not necessarily indicate how many times the film was shown during the weekly borrowing period. As an example, a film may be borrowed once and shown once as a preview; or a teacher might show the film twice: once for preview, once to an audience; then again, the film might be shown several times to different audiences. The number of times a film was shown appears on the data sheets under the heading of "Screenings". Information on total number of viewers was also collected; this, although not on the data sheets, is on file at METRO and is available upon request.

Recommended Grade Levels:

The grade level range is determined by weighting the number of responses received for a given level. The primary figure (unbracketed) indicates the majority determination. Where a secondary figure is shown in parentheses, it represents levels given mention by a few evaluators and indicates a secondary usage area, perhaps requiring more class preparation.

Selection/Success Ratio:

Users responded on a scale from 1 (poor) to 5 (excellent). The data reported is a composite of all responses to the question, "How effectively did the film meet (your) need?". This question, and the one preceding it ("Briefly state..."), are providing information on utilization which has allowed us to expand the "User Comments" section. As users become more skilled in evaluating we will be able to report more fully the purposes for which a film was selected.

This is a somewhat difficult rating to interpret, since the user's objective is in question, not the producer's. User objectives for the same film vary widely. As an example, the same film might be chosen by one teacher to illustrate to grade 5 students rural life in America; by another to familiarize 2nd graders with the sounds of regional accents; and by a third to discuss in a senior high classroom the possible economic future of small farms.

There are films which are usable for all three; the analyst's task in this area was to determine if the chosen objective could be considered reasonable when the film is selected on the basis of a catalog description provided by the producer or distributor. In cases where the objective bore no plausible relationship to the producer's claims for the film, a resultant low rating was discarded, much in the manner described above under "Composite Rating".

The most effective interpretation of this rating is that a high score indicates that a film has been accurately described by the producer and is of good to excellent quality. A low rating indicates inaccurate claims for the item and/or poor quality. Because of space limitations, we cannot list all objectives; these are, however, on file and available at METRO.

EXPLANATION OF CODES USED ON DATA SHEETS

Column 2: Composite Rating

Films were rated on a scale of 1 to 10 (poor to excellent) by evaluators; this figure is the average of these ratings determined in the manner already described.

Column 5: Demography

Although many of the towns listed share characteristics of more than one type of demography, for purposes of data reporting, we have divided and listed towns according to their major characteristics.

Urban (U)	Suburban (S)	Rural (Non-farm) (R)
		Bolton
Bristol	Bloomfield	East Granby
East Hartford	East Windsor	Granby
Hartford	Ellington	Hartland
New Britain	Farmington	Hebron
	Glastonbury	Marlborough
	Rocky Hill	
	Plainville	
	Simsbury	
	South Windsor	
	Suffield	
	West Hartford	
	Wethersfield	
	Windsor	

Column 6: Level of schools at which materials were used
Coding is as follows:

e - elementary	K - 5	a - adult
m - middle	5 - 8	se - special education
j - junior high	7 - 9	t - technical school
s - senior high	9 - 12	p - private school
c - college		pa - parochial school

Columns 8, 9, 10:

Accuracy, Production Quality, and Selection of Content were rated on a scale of from 1 (poor) to 4 (excellent). The figure shown is an average of all responses received.

Column 15: Met User's Objective:

Responses were made on a scale of from 1 (poor) to 5 (excellent). The figure is an average of all ratings received, except as previously described.

Column 16: Student Interface:

See comments on page 6.

TITLE OF FILM _____ METRO CODE ___ ___ ___

Your name _____ Date _____

School _____ Town _____

Subject taught _____ Grade level *(circle)* K 1 2 3 4 5 6 7 8 9 10 11 12 C A

Indicate order of use *(1, 2, 3, etc.)*

Preview ___ Screen ___ Prediscuss ___ Postdiscuss ___ Rescreen ___

Comments: *This space is provided for you to allow specific comments regarding this film which would be of value to other users.*

How many times was this film shown? _____ Total attendance *(approximate)* _____

Quality of film *(circle)*	Poor			Excellent
Accuracy of information	1	2	3	4
Production quality	1	2	3	4
Selection of content	1	2	3	4
Physical condition	1	2	3	4

Does the film carry emotional impact?	Yes ___	No ___
have aesthetic value, style, imagination?	Yes ___	No ___
stimulate the audience?	Yes ___	No ___
Would this film be equally effective if presented on a TV set in your classroom?	Yes ___	No ___

For what subject areas *(including your own)* can the film be used?

Suitable grade level(s) *(circle)* K 1 2 3 4 5 6 7 8 9 10 11 12 C A

Briefly state the purpose for which you chose this film *(i.e., what did you want it to accomplish?)*

How effectively did the film meet this need? not very 1—2—3—4—5 very

Among the various media you have used, how would you rate the film on this scale?

Poor 0 — 1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10 Excellent

(over)

What would be the most effective medium for this material:

- filmstrip
  - silent ____
  - captioned ____
  - with sound ____
- audio cassette ____
- phonograph record ____
- slides
  - with sound ____
  - without sound ____
- filmloop
  - with sound ____
  - without sound ____
- 16mm film ____
- videotape (cassette or reel-to-reel) ____
- other:

METRO needs your evaluation

Please complete and return this form WITH the film!

STUDENT REACTION *(circle)*

	Low			High		Low			High
Interest	1	2	3	4	Participation	1	2	3	4
Response	1	2	3	4	Motivation	1	2	3	4

Student comments you wish to quote: *(If written comments are available, please attach them to this form.)*

CRITERIA FOR DETERMINING THE TOP 10% FILM LIST

Several criteria were involved in the preparation of this list. The first step was examining the totality of films evaluated and noting those which received superior overall ratings. In order to be considered for inclusion in the "first round" of the selection process, a film had to have achieved a minimum composite rating of 8.7 based on a minimum of five (5) evaluations. The figure of 8.7 was arbitrarily chosen as representative of a level of clear superiority as referenced from the average composite score of 7.98 for all titles evaluated. These criteria were met by sixty-one (61) films.

Next, any film which received a low rating in the "accuracy of information" column was eliminated. While some films may have drawn high ratings by simple audience appeal, their educational value is obviously limited. It was intended to apply this criterion somewhat more flexibly to films which obviously intended to be affective rather than cognitive; however, since the 61 films considered here were obviously of high quality, applying this criterion had a negligible effect on reducing the number of films to receive further consideration.

With cost-efficiency in mind, the ranges of subject applicability and suitable grade levels were considered, with wide subject or age range considered a plus factor. It should be noted that films were not eliminated because of narrow age or subject range; these ranges became most important when other factors appeared equal.

The final concrete factor considered was the number of times a film was evaluated. This "top 10%" should be composed of films that are not only of superior quality, but which have a place in their respective curricula. Again, films were not eliminated on this basis alone.

After considering the above points, many films were still grouped so tightly that selection was not possible. At this point, individual comments, both student and teacher, verbal comments reported during the year, and the reactions and opinions of the CREC/METRO staff served to define the final listing. Even after examining all available information, according to these guidelines, there were many films still tightly grouped; it is for this reason that it is important to examine the top 25% lists for individual companies.

Because all films were selectively placed for evaluation to begin with, it should be noted (as previously mentioned) that films not on these two lists should not be indiscriminately eliminated from consideration. Circumstances, needs, tastes, etc., vary widely, and the majority opinion may not always be the most valuable for any given user. The specific data on all films for a given subject area should be examined before any conclusions are reached.

Continuing a pattern apparent for the past several years, it again appears that approximately 30% of the films evaluated this year can be considered outstanding for classroom use.

Qualities Leading To Placement In The "Top 10%"

As has been mentioned in previous Reports, producers are coming closer together in producing films of high quality; the range between "poor" and "excellent" is really quite narrow. Combining this with increasing acuity on the part of the evaluators leads to a situation where the difference between "on" and "off" the "Top 10%" list is a very finely drawn line.

We believe that we can identify two basic areas of consideration which, taken in their positive and negative combinations, describe four basic groups of films which can then be ranked in order of their likelihood of reaching any list of superlatives. The two qualities are simple ones: creativity and curriculum coordination. Drawing four groups from these gives the following combinations of qualities:

A. Creative/Curricular
B. Creative/Non-Curricular ("Enrichment")
C. Non-Creative/Curricular
D. Non-Creative/Non-Curricular

Group "A" is comprised of films which are likely to appear on any "best" list. They assist teaching directly, and do it in a manner which attracts and holds students' attention. There is much crossover in "best" success between groups "B" and "C", because they are all well-made products. There is also some confusion and dismay when "B" and "C" films vie for ratings. In our experience, the creative film will generally draw higher ratings than the curricular film, but the curricular film will receive more utilization over a period of years. Group "D" films need no comment.

To conclude, we find that there are many good curriculum-oriented films which do not achieve recognition because they lack the certain spark of creativity which will lead users to them and which greatly increases their chances of success in the classroom. Examination of the data sheets in this Report will identify many such films. Producers must remain aware of the pervasive influence of television and its use of "hooks" to hold the viewer interest and must, at least to some degree, enhance their "teaching" films with touches that will reach students.

Top 10%

(The) Alphabet Dragon	BFA Educational Media
Beginning Responsibility: Taking Care Of Things You Share	Coronet
(The) Big Dipper	Coronet
Blood: Composition and Functions	Coronet
Choking: A First Aid Film	American Educational Films
Claymation	Pyramid Films
Desert Insects	Stanton Films
Energy: The Fuels and Man	National Geographic Society
Exploring Space: The Moon and How It Affects Us	Coronet
Flight Of The Gossamer Condor	Churchill Films
France	Screenscope, Inc.
Going To School Is Your Job	Journal Films
Gilly, The Salamander	Coronet
Hardware Wars	Pyramid Films
How The Mole Got His Trousers	Phoenix Films, Inc.
Ira Sleeps Over	Phoenix Films, Inc.
(The) Japanese	Carousel Films, Inc.
Jesse Jackson and Carolyn Shelton: Pushing For Excellence	BFA Educational Media
Jimmy The C	Pyramid Films
Malice In Bigotland	Esmeralda Films
Marketing The Myths	Phoenix Films, Inc.
Meadowlark Lemon Presents The World	Pyramid Films
Mindscape	Pyramid Films
(The) Mole And The Car	Phoenix Films, Inc.
(The) Mole And The Egg	Phoenix Films, Inc.
(The) Not-So-Terrible Octopus	Xerox
Plankton	National Geographic Society
Polar Regions: Hunters and Herders	BFA Educational Media
Punctuation series:	Centron Films, Inc.
Colon, Semicolon, and Quotations Marks	
Mischievous Marks - ( ) 's	
Putting Commas Between	
Stop That Period! Period That Stop	
Taking Commas Aside	
Recorded Live	Pyramid Films
Rikki-Tikki-Tavi	Xerox
Surrender At Appomattox	Films, Incorporated
Thank You M'am	Phoenix Films, Inc.
Think Twice: They're Confusing You	Churchill Films
Tracking The North American Mountain Lion	National Geographic Society
(The) Tunnel	Little Red Filmhouse
(The) White Seal	Xerox
Wilbur's Story	Films, Incorporated

Building Level Materials

The following producers and distributors placed building level materials for evaluation during 1979-1980. It should be noted that the items were placed for free and unrestricted evaluation, and that there was no obligation or commitment, written or verbal, by METRO to purchase any of these materials.

Benchmark Films, Inc.
*Bergwall Productions, Inc.
BFA Educational Media
*Center For Humanities
Changing Times Education Service
Coronet
Educational Dimensions Group
*Educational Enrichment Materials
*EMC Corporation
Guidance Associates
National AudioVisual Center
National Geographic Society
*A.J. Nystrom Company
Pathescope Educational Media
Random House, Inc.
*Scholastic Magazine
Sunburst Communications
Xerox

*denotes first-year participant

Preceding the data sheets for each company is a brief summary sheet which includes commentary on quality of productions, the most frequent user comments, packaging quality (durability, attractiveness, presence or absence of leaders' guides), the number of years the firm has deposited materials for evaluation, any items worthy of special note, and a listing of titles evaluated.

"Worthy of note" is intended to call attention to some higher-rated items; it is not intended to be a "Top 25%" list since data are not sufficient for that. All items in this section should be examined for possible application to the user's needs.

There are several factors which affect the overall "success" of materials by affecting the feelings and attitudes of both purchasers and users. The most obvious of these is packaging: it must be attractive, sturdy enough to last through much handling, easy to carry and store, and afford some means of securing the contents while permitting easy removal. The quantity of material included in a kit is important in several ways:

A frequent comment received via evaluation forms and verbal comments is that there is "too much material for one kit". When a kit contains a number of sound filmstrips, it is almost impossible for a teacher to use them all in class in a one-week period; many kits would require well over a month for proper presentation. This is an inherent problem in placing a multi-part kit in a regional media center. When the same materials are located in a school system's media center, or within a single school, they are often broken up into smaller units and repackaged for local circulation. Producers who keep this in mind and offer a choice of single or multi-unit packaging will find greater success in placing materials in system-wide centers.

The drawback to such split packaging is that it must inevitably cost the user more to buy four "mini-kits" than one large kit, since costs for acquiring, circulating, and storing four packages in place of one are involved. This means that a higher percentage of the purchasing dollar goes into packaging, etc., and less goes into content acquisition. Utilization potential must be weighed

against cost differentials; the results will certainly vary widely depending on the needs and nature of the purchaser.

Teacher's guides should be as complete as possible, but should also offer a brief summary for the teacher whose intended use is clear but who needs a brief introduction or review of the contents.

The inclusion of materials for individual student use is often a "plus" factor. Too often, however, these ancillary materials are offered in the form of spirit masters for user duplication. This is fine for the first user, but what happens to subsequent users after the masters have been "run off" and destroyed? The inclusion of overhead transparencies and/or printed originals for duplication in any format would greatly increase the utility of the material.

All of these factors are beneficial to both the user, by increased facility of utilization, and to the producer, by increased interest in and sales of his products. All are easily attended to, yet they are too often overlooked.

The chief characteristic which shapes and defines the utilization of building level materials and, at the same time, differentiates them from 16mm film, is that the pace of presentation is user-controlled, not producer-controlled. This is the factor which makes the "non-film" media so valuable for independent study. Students progress at their own rate, pausing when necessary, reviewing easily, and thus are better able to assimilate content.

Although similar techniques are possible with film, the more complex nature of the hardware and the "event" nature of a classroom film showing tend to lead to the delivery of films in "whole doses", start to finish, for large audiences. With building level media, pace and emphasis are almost totally controlled by the presenting teacher or the student working on his own. Even in the case of sound filmstrips, the presentation may be stopped at any point with relative ease. For extreme pace control, the teacher or student may choose to ignore the recorder portion of a kit and simply read the printed script which accompanies most such materials.

With cost-effectiveness always in mind, special consideration must be given to materials which offer maximum flexibility of use. A six-part kit may be used simultaneously by six students, each progressing at his own rate. This segmentation of material also permits individuals to review the materials independently to pick up information not fully understood during a classroom presentation.

Not all items of building level media lend themselves to individual use, however. For this reason we have included information on the number of users recommending (or not recommending) items for this purpose. Many materials require the guidance or leadership of the teacher to insure that information is not misconstrued, is properly emphasized, and is made clear to each member of the class. Examination of the "Recommended for Individual Use" columns will reflect the opinions of users on this point.

Many building-level materials are accompanied by consumable parts (ditto sheets, student workbooks, etc.). Once used, they must be discarded, thereby becoming unavailable to the next user. Items containing such materials do not lend themselves to regional centers and especially to centers such as METRO whose primary function is to be certain circulation of media to multiple-type

situations is at a maximum in order to gather needed evaluative data. Replacement of consumable parts presents difficulties: storage of extra copies; replacement of those parts used upon return of the materials to the center and additional costs of materials (ultimately an additional cost to purchasers of these materials). Again, this is a problem which should receive some attention by depositors, users, distributors and purchasers.

Producers of building level materials, because of lower production costs, can afford to be more specific in content or age level than can a film producer, who must make this film attractive to a wide audience in order to achieve financial success. So, while a film on "Spain" may try to reach grades 3-12, there may be three separate filmstrip kits entitled "Spain for the... (Elementary, Intermediate, Secondary) Level".

We feel that users are discovering the value of such specificity, and are also discovering that today's sound filmstrip is eons ahead of its ancestors in quality and appeal.

We are still encountering all too many problems related to teacher's (leader's) guides. In some instances a guide is not available at all; the other extreme being when the guide is provided it is so long and detailed, it would take the user an enormous amount of time to read and prepare the material for presentation. "Lengthy" guides often are easily separated from materials they accompany because of a packaging problem. We must search for a compromise. Short, concise summary sheets should be provided to every user, giving basic and necessary information. Some method of assuring that this information stays with the material is critical. Materials which are accompanied with brief summaries for users receive greater use, wider application, and more positive evaluative data.

It becomes obvious when looking at the following data sheets that utilization is still spotty and erratic; a number of materials were not signed out for use at all; many others were used only once or twice. There are a number of causes for this, not all attributable to the software itself.

Two problems we have noted are a shortage in area schools of automatic equipment for showing filmstrip/cassette programs and the lack of in-service or similar training in the use of the medium. Too often it is assumed that "anyone can do it" (use a filmstrip); this is simply not the case. Just as with 16mm films, there are "right" and "wrong" ways to use the software.

Although METRO is again able this year to present collected data in a summary format, it is apparent that this will not be true in years to come. In a regional center offering both 16mm film and building level materials (blm's), the blm's go begging for users. This is <u>not</u> a commentary on their quality, educational values, or cost-effectiveness, all of which continue to have excellent potential; it <u>is</u> a commentary on the desires of teachers. Almost uniformly, they believe that a film has far greater student interest, and thus greater educational effectiveness.

Two factors affecting this relate to the quality of the blm's: in the past, many such materials <u>were</u>, frankly, awful. They were hurriedly thrown together with little thought of flow from start to finish; they were accompanied all too frequently by a disinterested narrator reading a word-heavy script; they used "formula" music to the point of distraction. Those that have previewed and used products produced in recent years will testify to the increased efforts of producers to provide materials which are not only interesting but effective classroom tools. In 1980, blm's are light years ahead in general quality than were their ancestors,

but the family resemblance is there and hurts potential use. The second quality factor is the extremes of quality: users, in the past five years, have indicated that blm's tend to be very good or very poor, with little in the "so-so" region. This is not true of 16mm, where the very poor film today is a very rare item. If one were to use a scale of 1 (low) to 10 (high) and average qualities, there would probably be one group of blm's rated from 1 to 4 and a second group rated 8 to 10; 16mm films would almost all fall into the 6 to 10 range.

It is for these reasons that METRO has reached the decision to cease evaluative *reporting* on building level materials after the 1980-1981 school year. Data such as in this Report will also appear in the 1981 Report, but will not be included in subsequent issues. Beginning with the 1981-1982 school year, METRO will continue to make available for circulation the building level materials in its permanent collection. METRO will also accept and circulate such materials as producers and distributors may wish to place in its care and will, where possible, gather evaluative data on the new materials. This data will be on file for examination upon request. The METRO Multi-Media Evaluation Report will include in its commentary section any information gathered on these products and their use which, we feel, will be of assistance to readers of the Report.

At the same time this change is initiated, it is proposed that METRO begin a program of circulation and evaluation of what we feel to be the combination building level and system-level media format, the videocassette and, possibly, the videodisc. Proposals to this end are currently under consideration; the initiation of a video evaluation program will depend on many factors, not the least being available funding. It is hoped that this program can begin with the start of the 1981-1982 school year. At this time details are not sufficiently formalized to permit further description. Regular correspondents should watch METRO's regular publications, News From METRO and METROmessage, for developments.

Specific Guidelines For Interpretation Of Building Level Material Data Sheets

Column 1:

Indicates the title and METRO circulation code and number (k=kit or sound filmstrip program, fs=filmstrip, s=slide, r=record).

Column 2: Composite Rating:

Each user was asked to rate the material on a scale of from 1 (poor) to 10 (excellent). This figure is the average of all ratings received. Unlike the procedure used with 16mm films, the high and low were not excluded from the average, due to limited number of responses available.

Column 3: Circulation:

Indicates the number of times the item was checked out from METRO. In many cases it was subsequently used by more than one teacher.

Column 5: Grade Levels:

Reflects the most frequently mentioned levels of application. A figure

in parentheses indicates a possible area of use, requiring some limitation or modification of the presentation style.

Columns 7 and 8: Accuracy and Production Quality:

Rated on a scale of from 1 (poor) to 4 (excellent), the figure shown is the average of all responses.

Column 9: Best Circulated As...:

Many items, such as large sound filmstrip kits, lend themselves to use in individual parts; in some instances, a kit may cover too much ground to be used in its entirety at one time and might better be used as two or more separate entities.

Column 10: Placement:

Some materials, by virtue of limited audiences, high cost, etc., are best placed in a regional center where they can serve a number of towns effectively. Other items, perhaps requiring repeated use by the same teacher, long-term use, fragility of components, low cost, etc., are best purchased and placed with a single classroom teacher. Others fall between these two extremes. Four subcolumns summarize user opinion.

Column 11: Student Interface:

This figure represents an average of all ratings received on the back of the forms: Interest, Response, Participation and Motivation. Each was rated on a scale of from 1 (poor) to 4 (excellent). The purpose of the "Interface Rating" is to give the potential user an indication of probable student reaction to an item.

TITLE OF MATERIAL _____ METRO CODE _____ — _____

Your name _____ Date _____

School _____ Town _____

Subject taught _____ Grade level _____

Is the material appropriate for your subject area(s) _____ _____ and grade level(s)?
Yes No

_____ _____
Yes No

For what other subject area(s) and grade level(s) can the material be used effectively?

Does the material lend itself to independent student use? Yes_____ No_____

Please circle:

	Low			High
Accuracy of information	1	2	3	4
Quality of production	1	2	3	4
Physical condition of material	1	2	3	4

Weakness of material:

Strength of material:

Should this material be distributed

as a single unit _____
as individual parts _____
either/or _____

Is this material properly placed at *(check all that apply)*

a regional media center _____
a school system-wide media center _____
an individual school media collection _____
a classroom _____

What other users ought to know:

Among the various media you have used, how would you rate the material on this scale

Poor 0 — 1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10 Excellent

Indicate STUDENT REACTION on the back of this page

METRO needs your evaluation reports!

Please complete and return this form with the material!

STUDENT REACTION *(circle)*

	Low			High		Low			High
Interest	1	2	3	4	Participation	1	2	3	4
Response	1	2	3	4	Motivation	1	2	3	4

Student comments you wish to quote: *(If written comments are available, please attach them to this form.)*

Alphabetical List Of 16mm Films Deposited For Evaluation 1979-1980

A
- After The "Ouch" - CH
- Aging-The Search For Eternal Youth - DA
- Alchemist Sea - A
- Alcohol - A New Focus - A
- Alfred Nobel - The Merchant Of Death - CE
- All About Fire - P
- All About Music - P
- (The) Alphabet Dragon - FA
- (The) Ambassador - SS
- (The) American Cowboy - FA
- American Folklore - CO
- American Shoeshine - CO (Perspective)
- A.M.E.R.I.C.A.N.S. - CH
- Ancient Egypt - CO
- Ancient Greece (Revised) - CO
- Ancient Rome (Revised) - CO
- Appalachian Woodcrafters - KL
- Arthur And Lillie - P
- Australia - Down Under And Outback - NG

B
- Backyard Bonanza - KL
- Ballad Without End - PH
- Basic Job Skills - Following Instructions - CO
- Basic Job Skills - Handling Criticism - CO
- Bead Game - P
- Beginning Responsibility - Taking Care Of Things You Share - CO
- Bicycle Driving Tactics - AIMS
- (The) Big Dipper - CO
- (The) Big Yellow Fellow - KL
- Bike Super Stars - CO
- Bill, Peggy, Royal And Friends - London Horses - IFF
- Bionics - CO
- Birth Control - The Choices - CH
- Blacksmith Workshops - CO (Perspective)
- Blood - Composition and Functions - CO
- (The) Boarded Window - CO (Perspective)
- Body Language In The Classroom - AIMS
- Bon Anniversaire - SM
- (A) Brazilian Family - IFF
- Briefly Brian - WP

C
- Calligraphy - The Craft Of Beautiful Writers-ST
- (The) Camera - CO (Perspective)
- Cape Cod - NAC
- Captain Noah And His Floating Zoo - WP
- Carniverous Plants - ST
- Carol I Love You - PH
- (The) Cell - Structural Unit Of Life(Revised)-CO
- (A) Chance To Be - NAC
- Changeling - PH
- Child Abuse - Don't Aide The Hurt - AIMS
- Child Molestation - When To Say No - AIMS
- China's Changing Face - NG
- Choking - A First Aid Film - A
- Christmas Eve Service In The Black Forest - IFF
- Circles, Squares and You - E
- Claymation - P
- Climates Of The U.S. - CO
- Coal - The Other Energy - NAC
- Coleridge - The Fountain And The Cave - P
- Colonial Life In New England - CO
- Colonial Life In The Middle Colonies - CO
- Colonial Life In The South - CO
- Color - A First Film - FA
- Conquest Of Light - P
- Consumer Education - Buying An Automobile - AIMS
- Consumer Skills - Budgeting Your Money - CO
- Consumer Skills - Buying On Credit - CO
- (The) Coral Reef - X
- (The) Cosmic Connection - FI
- Creative Problem Solving - AIMS
- Credit - How To Get It - FA
- Crime In The Home - AIMS
- Crosscurrents - A Look At Ageism - SE

D
- (The) Date - LRS

See Code Reference List (page 31)

Dead River Rough Cut - CO (Perspective)
Desert Insects - ST
(The) Dinosaur Who Wondered Who He Was - CO
Disappointment - A Day That Didn't Happen - X
Do Animals Reason? - NG
Don Quiote - A Tavern Celebration - SE
Don't - PH
Driving Tips To Avoid Accidents - FA

E
Early Civilizations - FA
Echoes - X
Ecosystem - A Struggle For Survival - NG
(The) Edited Image - CO (Perspective)
1876 - Labor And Violence - FI
Elija - FI
Emergencies - What Would You Do? - AIMS
Energy - A National Issue - AIMS
Energy - The American Experience - NAC
Energy - The Fuels And Man - NG
Energy - Towards The Age Of Abundance - DA
Enzymes For Industry - A
Ernest Hemingway - Rough Diamond - CE
(The) Erie War - FI
Everyone Will Thank You - E
Exploring Space - Beyond The Solar System - CO
Exploring Space - How Astronomers Study The Universe - CO
Exploring Space - The Moon And How It Affects Us - CO
Exploring Space - The Solar System - CO
Exploring Space - The Sun And Its Energy - CO
(The) Eye - An Inside Story - CO
Eyewitness - E

F
(The) Family Krishnappa - B
Faster Than Witches - WP
Feiz - The Last Expert - CO (Perspective)
Finding Yourself Then Your Job - A
First Aid Action - AIMS
First Aid And Safety - Poisoning - CH
First Aid - Bleeding And Shock - CH
First Aid For Young People - FA
Fit To Live - X
Flight Of The Gossamer Condor - CH
Flowers - SS
Four Religions - B
France - SS
Free And Easy - SE
From The Mixed Up Files Of Mrs. Basil T. Frankweiler - FA
Fungi - The One Hundred Thousand - CO

G
Gasoline And How To Stretch It
Gatecliff - American Indian Rock Shelter - NG
Generations Of The Land - SS
George The Gentle Giant - SS
Gerontology - Learning About Aging - SE
(The) Giant Devil Dingo - WW
Gilly, The Salamander - CO
Going To School Is Your Job - J
(The) Great Trees Of America - KL

H
Habitat 2000 - Human Scale Cities - DA
Hardware Wars - P
Have A Healthy Baby - CH
Head To Toe - E
(The) Heart - An Inside Story - CO
Heart Attack - Prevention - FA
Heroes And Heroines Of The Metric System - X
Hiking The Appalachian Trail - KL
Hiroko Ikoko - X
History Of U.S. Foreign Relations - An Age Of Revolution - SS
Hot Spot - PH
How Do I Look? - E
How The Mole Got His Trousers - PH
How To Lose Weight - KL

I
Icarus - PH
Icarus - WP
Immigration In The 19th Century - FI
In Continuo - PH
In Search Of Ghosts - P
(An) Incident - PH
(The) Industrial Revolution In America - CO

See Code Reference List (page 31)

Insurance - What You Should Know - FA
Interplanet Janet - X
Introducing Globes - FA
Introduction To Confucius - IFF
Ira Sleeps Over - PH
Israel - IFF
(An) Israeli Family - IFF

J James Fenimore Cooper - J
(The) Japanese - C
Jesse Jackson and Carolyn Shelton - Pushing For Excellence - FA
Jimmy The "C" - P
Jogging For Physical Fitness - AIMS
John Smith - I Remember Jamestown - CO
Jonathan And The Dragon - SS

K Kick Me - LRS
Knacky People - WP
Knowing Me, Knowing You - CO
Koscuiozko - P

L Language Of The Mute Swan - J
(The) Last Ballot - FI
Lead - A Four Letter Worry - A
Leader Of The People - FA
Less Stress - CH
Let No Man Regret - AHP
Life - NASA
Life At Salt Pond - CO
Life In Lost Creek - CO
Light Of Faith - PH
(The) Lion And The Mouse - B
Listen To The Mountains - P
(The) Little Sunshade - PH
Look Before You Eat - CH
(The) Lusers - KL
(The) Lost Phoebe - CO (Perspective)
(The) Lungs - An Inside Story - CO

M Magic Weapons For Healthy Teeth - AIMS
(The) Making Of A Documentary - C
(The) Making Of A Live TV Show - P
Malice In Bigotland - E
Marie Curie - A Love Story - CE
Mark Twain - Background For His Works - CO
Marketing The Myths - PH
Mars And Beyond - NASA
(The) Marsh - SS
Martin Luther King, Jr. - The Assassin Years - CE
Meadowlark Lemon Presents The World - P
Medieval Society - The Nobility - CO
Medieval Society - The Villagers - CO
Menstruation - Linda's Film - PH
(The) Mermaid Princess - CO
Metrics - History, Length And Decimals - B
Metrics - Mass And Temperature - B
Metrics - Volume - B
Microscopic Life In The Soil - ST
(The) Middle East - Mosaic Of People - CO
(The) Middle East - Oil And Sudden Wealth - CO
Mindscape - P
Minigardens - KL
(The) Mole And The Car - PH
(The) Mole And The Egg - PH
Movement - To Live Is To Move - DA
Mr. Symbol Man - B
Music Of The Spheres - P
Mysto - The Great - CO

N Nature Of Life - Cells, Tissues And Organs - CO
Natural Enemies - The Deer And The Wolf - DA
New Careers For Women - A
New Beginnings - Women, Alcohol And Recovery - AIMS
New England - Background Of Literature - CO
Next Door - PH
No Big Money - WP
Noah's Ark - Multiplying With Fractions - X
(The) Not-So-Terrible Octopus - X
Nutrition - The Inner Environment - A
N.Y., N.Y. - P

O Oceans - Living In Liquid Air - DA
Oil And It's Products - FA

See Code Reference List (page 31)

Of This We Are Proud - AHP
(The) Okies - Uprooted Farmers - FI
Opaque Watercolor - SE
Opportunities For Training - A
Others - WP
Our Animal Neighbors (Revised) - CO

P (The) Panama Canal - CO
Peanuts To The Presidency - P
Pedestrians, Watch Out! - AIMS
Pen And Ink - SE
(The) Pencil - J
Pendulum - CO
Penny And Ann - AIMS
(The) People Of People's China - X
Pets - A First Film - FA
Physical Changes All About Us - CO
(A) Place To Live - M
Place To Place - X
Plankton - NG
Plants And Animals Share Space And Food - CO
(The) Plastic Trail - AIMS
Poland - IFF
Poland - The Will To Be - P
Polar Regions - Hunters And Herders - FA
(The) Practical Princess - SE
Prelude To War - NAC
Preventative Dentistry In B Sharp - KL
Pro Driving Attitudes - AIMS
Pro Driving Tactics - AIMS
(The) Pump - C
Punctuation - Colons, Semicolons And Quotation Marks - CE
Punctuation - Mischievous Marks - CE
Punctuation - Putting Commas Between - CE
Punctuation - Stop That Period ! Period That Stop - CE
Punctuation - Taking Commas Aside - CE
Putting The Sun To Work - A

R Railroads And Westward Expansion - FA
(The) Rainbow Serpent - WW
Recorded Live - P
Red Ball Express - CO (Perspective)
Regina - Gift Of Vision - LRS
Rendezvous - P
Ricky Racoon Shows The Way - KL
Rikki, Tikki, Tavi - X
(The) Rise Of Nations In Europe - CO
Rodeo - PH
Ronnie's Tune - WP
Rosie Grier - The Courage To Be Me - CH
Roundabout - CH
Rudyard Kipling - The Road From Mandalay - CE
Runaways - LRS

S Sand - PH
(A) Sand County Almanac - FA
(The) Sante Fe Trail - FA
Satellites Of The Sun - PH
(The) Season - LRS
Secret Life Of A Trout Stream - NG
Seed Dispersal - SS
Seeds Grow Into Plants - CO
Sentences With Ralph And Stanley - FA
Shakespeare - Selections For Children - SE
Shinnecock - Story Of A People - PH
(The) Shoemaker And The Elves - FI
Shout It Out Alphabet - PH
Siberia - NG
Signals For Sense - CO
(The) Silver Safari - KL
Simple Effects For Cinema - C
Simple Organisms - Bacteria - CO
Sisyphus - P
Skin - It's All Around You - AHP
Slime Molds - Plant, Animal, Or - ST
(The) Small Farm In America - CH
Smile For Auntie - WW
Smoking - It's Your Choice - AHP
Soap Box Derby Scandal - WW
Solar Energy - The Great Adventure - NAC
Soldier's Home - CO (Perspective)
Song Of Molasses - NG
(The) Soviet Union - A New Look - IFF

See Code Reference List (page 31)

Space - Life Out There - DA
Steamboat - LRS
Step By Step - P
Strange And Terrible Times - FI
Studying Electricity - J
(The) Sugar Cereal Imitation Breakfast - B
Super Celsius - X
Sur La Tour Eiffel - SM
Surrender At Appomattox - FI
(The) Swan Song - C

T Thank You M'am - PH
(The) Theft - LRS
Theodore Roosevelt - Cowboy In The Whitehouse - CE
Think Twice, They're Confusing You - CH
This Dog Is Real - KL
This Train - CO (Perspective)
Tire Wise - AIMS
To The Pond - SE
To The Waterfall - SE
Today's Culture - Options After High School - CO
Toller - WP
(The) Tool Users - NG
Tracking The North American Mountain Lion - NG
Transformation Of Mabel Wells - X
(The) Tunnel - LRS
Turkey - A Nation In Transition - IFF
Turkiye - P
TV - Behind The Screen - CH
(The) Twitch - SE
Two, Three, Fasten Your Ski - PH

U (The) United States vs Aaron Burr - NAC
(The) U.S. Is - Resources - FA

V VD - Old Bugs, New Problems - AHP
(A) Visit To A Nature Center - J
Voyage To The Arctic - J

W Walk - PH
(A) Walk In The Forest - P
Water, Fluid For Life - CO
When Comedy Was King - C
Where Timber Wolves Call - WP
(The) White Seal - X
Who Has Lost A Giraffe? - PH
Why Do Animals Look Like They Do? - J
Wilbur's Story - FI
Wild Animal Families - CO
Winning Isn't Everything - FI
Woman - The Hand That Cradles The Rock - DA
(The) World Is - E
(The) World Of The Diving Spider - AIMS

Y Your Clothing Can Burn - AHP

See Code Reference List (page 31)

Alphabetical List Of Building Level Materials Deposited For Evaluation 1979-1980

A
Adolescent Conflict - Parents vs Teens - SBC
Adventures In Libraryland - EEM
Adventures Of Huckleberry Finn - CA
Adventures Of Tom Sawyer - CA
Advertising Messages And You - CO
Africa - Portrait Of A Continent - EEM
Age Of Europe - SM
Alcohol And Teenagers - Four Case Studies - SBC
American Civilization Series - EDG
American Folklore - CO
American Revolution - Roots Of Rebellion - CO
America's Human - 1647-1900 - FA
Automatic Differential Explained - BWP
Automobile Standard Transmission Explained - BWP

B
Backyard Science - Series II - FA
Beginner Books Filmstrips - RH
Beginning Concepts - Science - SM
Beginning Of Life (model) - NY
Blue Hotel - CO

C
Career Development For Primary Grades - EMC
Careers In Repair Work - PEM
China - The One Billion Society - CA
China's New Look - EEM
Clothing And Fashion - A History - B
Color Creatures - CO
Comic Imagination In American Literature - Washington Irving To Woody Allen (slides/cassette) - CFH
Conversations With Global Explorers (cassette) - CO
Critical Issues In Economics - Inflation, Recession And Depression (slides/cassette) - CFH
Cumberland Gap (record) - NG
Curious George - EEM

D
Dinosaurs And Other Prehistoric Life - FA
Dixieland Jazz (record) - NG

E
Earpower (cassette) - SM
Easy Ears (cassette) - SM
Electrical House Wiring Explained - BWP
Energy Ant Filmstrip Set - NAC
English Gothic Architecture (slides) - EDG
European Mythology Series - FA
Every Kid Is Special - EEM
Exploring Careers In Business - CTE
Exploring Careers In Communication And Transportation - CTE
Exploring Careers In Science - CTE
Exploring Careers In Service - CTE
Exploring Sea And Space - NG
Exploring The Earth Around Us - NG
Exploited Generation - GA
Eye (model) - NY

F
Fahrenheit 451 - CA
Family - SM
Film - A Reflection Of American Values (slides/cassette) - CFH
First Aid - Newest Techniques - SBC
First Ideas About Astronomy - FA
Five Families - SM
Four Families Of The Middle East - FA
Free Speech And Press - X
Future - SM

G
Gentle Art Of Saying No - SBC
Geography Of The United States - NG
Great Lakes/Heartland
New England/Mid Atlantic States
Pacific States
Southwestern/Mountain States
Upper/Lower South
Great Depression - 1929-1939 - GA

H
Health Products - FA
Holidays We Celebrate - FA
How Can I Tell? - SM

See Code Reference List (page 31)

Human And Satire - SM
Hydralic Brake System Explained - BWP

I Ignition System Explained - BWP
Images Of Man - SM
Immigrant America - SBC
Increasing Job Options For Women (slides) - NAC
Industrial Revolution In America - CO
Introduction To Anatomy - EDG
Introduction To The Amazing Universe - NG

J Jobs In Printing - CO
Journey Across Russia - NG
Joy Adamson's Africa - B

K King Tut's Golden Treasure (slides) - EDG
Knowing Me, Knowing You - CO

L Label Literacy - How To Read Food Packaging - SBC
Language Of Cooking - BWP
Learn About Dinosaurs - X
Learn About UFO's - X
Legal Rights For Women Workers (slides) - NAC
Let's Find Out - RH
Life In Its Environment - EDG
Life In The Sea - FA
Life Styles And Roles - NY
Life That Disappeared (slides/cassette) - SM
Literature Of The Supernatural - Worlds Beyond Reason (slides/cassette) - CFH

M Making Moral Decisions - SBC
Many People, Many Careers - EMC
Maps, Globes And Directions - FA
Mark Twain - CO
Medical Technology - An Overview - BWP
Michelangelo (slides) - EDG

N 1960's - Decade Of Hope And Despair - GA

O Old Hate/New Hope - SM
On Location With Composition - X
Operation Of The Fuel System Explained - BWP
Origins Of American Values - Puritan Ethic To Jesus Freaks (slides/cassette) - CFH
Our Living Constitution - NG

P Patterns Of Civilization - Lessons From The Past - PEM
Portable Electric Tools - FA
Portable Power Tools - FA
Put Yourself In My Place - GA

R Reckless Years - 1919-1929 - GA
Rembrandt (slides) - EDG
Resources - Needs And Choices - FA
Respiratory System (model) - NY
Rudyard Kipling Stories - X
Russia - NY

S Saving Our Planet - NG
Saving Our Wild Animals - NG
Sexual Values - A Matter Of Responsibility - SBC
Shampooing/Hair Care - BWP
Shyness - Reasons And Remedies - SBC
Sights And Sounds Filmstrips - RH
Small Engines Explained - BWP
Smoking - Science And Social Issues - EDG
So You Didn't Get Your Way - Anger - SBC
So You Didn't Get Your Way - Fear - SBC
Spaceship Earth - SBC
Spelling Monsters - SM
Stay Healthy - SM
Study Skills - EEM

T Tools For Metal Working - FA
Tools For Wood Working - FA
Troll Tales From Tumble Town - CO
20's And 30's - SBC

U Understanding The Library - FA
U.S. Government In Action - EEM
Usable Law Program - FA

V Values And Attitudes - NY
Venereal Disease - Science And Social Issues - EDG
Violence In The Family - SBC
Visual Anthology Of Literature - FA

W Watch Your Health - SM
Wild Animal Families - CO
Wilderness Experience - Mountaineering/Weather
(slides/cassette) - CFH
Wind In The Willows - EEM
Wise And Foolish Animals - CO
Working With Word Problems In Math - NY
World View - SM
World War II - SBC
Write Like A Reporter - EDG
Writing Reports And Letters - FA

Y Your Body And How To Care For It - Brain And Nervous
System/Muscle And Bone - GA

See Code Reference List (page 31)

Additional Items Deposited For Evaluation 1979-1980

(Late arrivals - less than 1 full year - not included in Report.
Raw data are on file at METRO for reference.)

Title	Medium[a]	Company Code
All The World's A Stage	f	P
Artimus And Old Lace	f	EB
Atomic Energy - Inside The Atom	f	EB
Aux Quatre Coins de France	f	EB
Big Dig	f	EB
Bip As A Skater	f	EB
Canadians	f	EB
Captains Courageous	k	FI
Crime - Senior Alert	f	AIMS
Dawn Flight	f	P
Discussion Of The Hunt	f	EB
Discussion Of The Lady Or The Tiger	f	EB
Dr. Jekyll And Mr. Hyde	k	FI
Dr. Zhivago	k	FI
Dream	f	EB
Dove	k	FI
Earth In Change - The Earth's Crust	f	EB
Filbert And The Melon Cheater	f	EB
Fine Arts And Humanities	f	EB
Fire And Ice	f	NAC
Great Diamond	f	EB
Hands	f	EB
Hemingway	k	FI
Human Brain	f	EB
Hunt	f	EB
Lady Or The Tiger	f	EB
Learning About Nuclear Energy	f	EB
Living Cell - An Introduction	f	EB

See Code Reference List (page 31)

Title	Medium*	Company Code
Making Haiku	f	EB
Marbury vs Madison	f	NAC
Mesa Verde	f	EB
Mutiny On The Bounty	k	FI
New England Fisherman	f	EB
Newborn Calf	f	EB
Newspaper Story	f	EB
Night Sky	f	EB
Pablo, Un Nino De Mexico	f	EB
Pantomime - The Language Of The Heart	f	EB
Phantom Tollbooth	k	FI
Prelude To Conflict	f	EB
Progressive Era	f	EB
Public Service	f	EB
Pueblo Andaluz	f	EB
Quebec, La Belle Province	f	EB
Respiratory System	f	EB
San Andreas Fault	f	EB
2nd World War - Allied Victory	f	EB
2nd World War - Triumph Of The Axis	f	EB
Separate Peace	k	FI
Shane	k	FI
Tale Of Two Cities	k	FI
Treasure Island	k	FI
Trifles	f	FA

See Code Reference List (page 31)

Code Reference List

A	American Educational Films
AHP	Alfred Higgins Productions
AIMS	AIMS Instructional Media Services
B	Benchmark Films, Inc.
BWP	Bergwall Productions, Inc.
C	Carousel Films, Inc.
CA	Current Affairs
CE	Centron Films, Inc.
CFH	Center For Humanities
CH	Churchill Films
CO	Coronet (Perspective Film Collection)
CTE	Changing Times Education Service
DA	Document Associates
E	Esmeralda Films
EB	Encyclopaedia Britannica
EDG	Educational Dimensions Group
EEM	Educational Enrichment Materials
EMC	EMC Corporation
FA	BFA Educational Media
FI	Films, Incorporated
GA	Guidance Associates
IFF	International Film Foundation
J	Journal Films
KL	Walter J. Klein Company
LRS	Little Red Filmhouse
M	Miscellaneous Lumen-Bel Productions
NAC	National AudioVisual Center
NASA	National Aeronautics And Space Administration
NG	National Geographic Society
NY	A.J. Nystrom Company
P	Pyramid Films
PEM	Pathescope Educational Media
PH	Phoenix Films, Inc.
RH	Random House, Inc.
SBC	Sunburst Communications
SE	Sterling Education Films, Inc.
SM	Scholastic Magazine
SS	Screenscope, Inc.
ST	Stanton Films
WP	Wombat Productions
WW	Weston Woods
X	Xerox

INDICATORS TO QUALITY

As a guide to interpretation reporting on materials processed through METRO and included in this report, two (2) statistical columns -- Composite Rating and Number of Evaluations -- must be used in concert to indicate the quality of that product.

Composite Rating

9.0 - 10.0	Outstanding - across the board
7.7 - 8.9	Superior - worthy of serious consideration
6.5 - 7.6	Worthy of consideration; may have application for your purpose
5.0 - 6.4	Not generally superior but may apply to specific needs (or) may meet specific needs but not widely accepted

Number of Evaluations

4 or less	Specific user and use should be examined
5 - 8	Represents a broader consensus; individual user and use must still be examined
9 - 14	Offers greater depth and wider perspective; based on our experiences, tends to universal application
15 and above	Begins to reaffirm data reported in first 14 reports

For example:

A composite rating below 5.0 with 5 or more evaluators is not a wise use of valuable previewing time.
A composite rating above 9.0 with over 15 evaluators describes an item which should be a part of virtually every permanent collection.

SUMMARY AND DATA SHEETS

SUMMARY SHEET

Company Name: AIMS Instructional Media Services (AIMS)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 4

Number Of Items Placed For Evaluation During 1979-1980: 20

Composite Rating Of All Films Evaluated: 8.42

Bookings:

Maximum: 15
Average: 6.9

Screenings:

Maximum: 35
Average: 9.6

Average Number Of Evaluations Received: 4.3

Comments:

- extremely good composite rating, especially considering the quantity and variety of films evaluated
- major subject strengths continue to be health and driving safety, though many other areas are touched; some emphasis on consumer education
- several sensitive areas covered, including child abuse/molestation, women and alcoholism, and credit dangers
- all age levels covered, with one title recommended only for college or in-service use
- primarily curriculum-related films rather than enrichment materials
- utilization somewhat below average overall; one title was not booked at all
- both accuracy and production quality were very well rated
- general reaction is "well done, useful, but not exciting"
- providing some of the missing "excitement" might well push AIMS to the very top in user acceptance and ratings

Upper 25%:

Pedestrians: Watch Out
(The) World Of The Diving Spider
First Aid Action
Magic Weapons For Healthy Teeth
Pro Driving Tactics

Titles Evaluated:

Bicycle Driving Tactics
Body Language In The Classroom
Child Abuse: Don't Hide The Hurt
Child Molestation - When To Say No
Consumer Education: Buying An Automobile
Creative Problem Solving
Crime In The Home
Emergencies - What Would You Do?
Energy: A National Issue
First Aid Action
Jogging For Physical Fitness
Magic Weapons For Healthy Teeth
New Beginnings: Women, Alcohol, and Recovery
Pedestrians: Watch Out
Penny and Ann
(The) Plastic Trail (Credit Cards and Crime)
Pro Driving Attitudes
Tire Wise
(The) World Of The Diving Spider

NAME OF COMPANY: AIMS Instructional Media Services, Inc. METRO CODE: AIMS

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Emergencies - What would You Do?	8.4	11/10	7	R,S	e,m,j	3-5	4.0	4.0	3.9	7	0	5	1	4	1	4.4	3.8	First Aid Science Health Education Safety Any elementary Class
	User comments: Needs discussion afterwards. Not appropriate past 6th grade. Excellent theme. Good film as a refresher on proper procedures. Excellent.																	
AIMS f 88																		
Pedestrians: Watch Out	9.7	7/5	5	R,S	e,s,se	K-6	4.0	4.0	4.0	3	2	4	0	3	1	5.0	3.4	Safety Special Education
	User comments: Great for teaching safety skills. Good.																	
AIMS f 89																		
Jogging for Physical Fitness	*9.0	6/4	1	R	m-s	m-s	4.0	4.0	4.0	1	0	1	0	1	0	5.0	-	Physical Education Health Biology Home Economics
	User comments:																	
AIMS f 90																		
New Beginnings: Women, Alcohol and Recovery	*6.5	2/3	2	S	s	s-a	4.0	3.5	3.5	1	1	1	1	1	1	4.0	3.0	Health Problems of Democracy Social Studies Women Alcohol
	User comments: "Walk in dignity" - so say the women who have successfully attended alcohol recovery units and stayed sober. This film reviews the problems of alcoholism as it effects women. Why it is a different kind of problem when the drunk is a female. Society tends to view it and treat it																	
AIMS f 91																		
	User comments: as an attitude rather than an illness. Women who have been in various rehabilitation programs are interviewed.																	
Tire Wise	9.5	6/7	4	R,S	s	9-a	4.0	4.0	4.0	4	0	4	0	4	0	5.0	3.6	Driver Education
	User comments To make students aware of tire differences, tire wear, tire types. Very informative. Well done.																	
AIMS f 92																	**	
Body Language in the Classroom	7.0	5/3	3	S	s	c,a	3.5	3.0	3.7	1	2	1	2	1	2	3.0	-	Teacher Workshops Inservice Educ. Parent Effectiveness Industry Training Film
	User comments: This demonstrates three uses of body language in a real teaching situation. Shows positive side - why didn't it show examples of "negative" body language? College students should react favorably. I feel this film could be used by teachers. I was hoping it would be more student oriented. I also felt that the information given in the film was very well																	
AIMS f 93																		

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: AIMS Instructional Media Services, Inc. METRO CODE: AIMS

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: known. I find that the film is not appropriate for students.																	
Pro Driving Tactics AIMS f 94	8.8	8/14	6	R,S	j,s	9-a	3.9	3.9	3.9	5	1	6	0	6	0	4.7	3.5	Driver Education Traffic Safety Film Tactics
	User comments: Very well done. Excellent.																••	
Child Molestation: When to Say No AIMS f 95	*6.0	5/1	1	S	s	7-a	3.0	3.0	3.0	0	1	1	0	1	0	3.0	-	Adult Living
	User comments: Did not like terminology such as "sick in the head", "crazy people".																	
Crime in the Home AIMS f 96	8.0	6/3	3	R,S	m,j,s, se	7-a	3.7	3.7	3.7	3	0	3	0	3	0	3.3	3.5	Social Studies Safety Child Development Law Related Studies
	User comments: Since we were in the Law Unit, thought it appropriate and used it with The Intruder. For special ed. students, reinforcement is very important.																••	
Child Abuse: Don't Hide the Hurt AIMS f 97	*10.0	7/3	1	R	e,m	1-8	4.0	4.0	4.0	1	0	1	0	1	0	-	4.0	Social Studies
	User comments: This film doesn't overdo it, but makes the point very clear.																	
Pro Driving: Attitudes AIMS f 98	8.9	7/10	7	R,S	s	7-a	4.0	4.0	3.8	6	1	7	0	7	0	4.8	3.4	Driver Education Health and Safety Traffic Safety
	User comments Very well done. Excellent. Maintains usual high quality of AIMS film. Animated.																••	
(The) World of the Diving Spider AIMS f 99	7.4	9/17	8	R,S	j,s	5-a	3.9	3.9	3.6	1	6	7	0	6	1	4.3	2.8	Ecology Biology Science Filmmaking Zoology Food Web Survival
	User comments: Excellent underwater photography gives a clear picture of the life cycle and habits of the diving spider. Very unusual and interesting creature. Good information, but presentation lacks spark. Music is unexciting, narration often lifeless. Talks down to audience. Good, concise,																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
•• - student comments available

NAME OF COMPANY: AIMS Instructional Media Services, Inc. METRO CODE: AIMS

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: accurate. The students' response to the film was excellent. They asked to have it shown again. It was short enough to maintain attention; yet long enough to cover info well.																	
Bicycle Driving Tactics AIMS f 100	9.0	4/3	3	R,S	e	e-j	4.0	3.7	4.0	2	1	3	0	3	0	5.0	4.0	Safety Science No specific subject needed
	User comments: Good basic outline of some little known rules for bicyclists; good humorous cartoon fill-ins of "do-nots" for bicyclists. Each rule illustrated with an actual visual example. Narrator's timing was very good. A very sensible film. Very specific. It just stuck to the point, which was very good.																	
First Aid Action AIMS f 101	9.3	9/8	6	R,S,U	e,m,s	5-a	4.0	4.0	3.8	5	0	6	0	6	0	4.7	3.9	Science First Aid Work Experience Industrial Arts Home Economics Physical Education Health
	User comments: This is one of the better films available for a first aid unit at the junior and senior high level. Film only covers areas lightly - it does not give too much reinforcement to the practices shown. Would be good any time, but especially useful after having completed a First Aid Unit. Students were extremely interested in practicing first aid techniques.																	
	User comments: They enjoyed the examples shown in this film.																	
(The) Plastic Trail: Credit Cards and Crime AIMS f 102	*6.0	4/3	2	R,S	j,s,as	7-a	3.5	4.0	3.5	1	1	2	0	2	0	3.0	3.3	Life Skills Math Law Related Studies
	User comments: I used the film for a small enrichment group to instill respect for the law.																**	
Consumer Education: Buying an Automobile AIMS f 103	7.3	7/7	4	R,S	e	9-a	3.7	3.7	4.0	3	0	2	1	3	0	3.8	3.4	Driver Education Consumer Education Math Home Economics Adult Education
	User comments Creates awareness of "hidden" expenses in owning and maintaining a car. Majority (of students) felt that it had a message that was valuable. If time permitted, it might be helpful and give even greater impact if they did some research and purchasing of a car prior to seeing this film. Previewed the film and found it inappropriate for my grade level (10-12).																	
Penny and Ann AIMS f 104		/0																
	User comments: No bookings; no evaluations.																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation

** - student comments available

NAME OF COMPANY: AIMS Instructional Media Services, Inc. METRO CODE: AIMS

Title and METRO code #	Composite rating	Number of bookings / $	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0	/ $					max. 4.0									max. 5.0	max. 4.0	
Energy - A National Issue AIMS # 105	7.8	15/35	11	R,S	e,m,j, s,p	6-a	3.6	3.6	3.5	7	3	10	0	10	0	4.4	3.2	Science Energy Unit Social Studies Economics History Geology Ecology
	User comments: The kids enjoyed it. Ideas are good. Disliked using a cartoon to get message across. TV characters went over with a high level of interest. The film presents a subject that can become overly technical and potentially boring into an amusing format, yet very informational. ..																	
Creative Problem Solving AIMS # 106	7.3	8/4	5	R,S	m,j,se	3-8	3.8	3.5	3.5	1	2	3	0	3	0	3.8	2.8	Math Science Social Studies Reading Study Skills Language Arts Guidance
	User comments: Very good quality, subject matter is explained clearly and in simple terms. Film ties in well with the "think-about" series on CPTV. Introduces student to scientific solution to problem solving. This film was intended for students who through inference apply these skills to daily situations. ..																	
Magic Weapons for Healthy Teeth AIMS # 107	9.3	11/8	6	R,S,U	e,se	K-5	4.0	3.7	3.7	4	2	6	0	6	0	4.6	3.6	Health Science Personal Hygiene
	User comments: Introduces terms such as plaque and dental floss. Clever magic keeps interest. Somewhat unrealistic. Stilted acting.																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Pro Driving Tactics (AIMS f 94)

Distributor: AIMS Instructional Media Services

Grade level: Rural area, senior high school, Grades 10-12

Subject taught: Driver's education

Order of use: Screen, Postdiscuss

Purpose of showing film:
(no comment)

Teacher comments:
Very good

Student comments: (*all sic*)

- I thought it was good because of the way they illistrated it with cartoons. It was a change (for the better) from all the other films.
- It was presented well and held your interest because of the colors and sounds.
- I thought the movie was good, because it showed how space and time could affect a quick stop from the person in front of you. It's good to know about the space cushion method.
- Funny because of the way they acted it out and the way they made the cars building the people. Good it get to the point.

SUMMARY SHEET

Company Name: Alfred Higgins Productions (AHP)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 6

Number Of Items Placed For Evaluation During 1979-1980: 6

Composite Rating Of All Films Evaluated: 7.78

Bookings:

Maximum: 13
Average: 8.3

Screenings:

Maximum: 30
Average: 16.0

Average Number Of Evaluations Received: 4.8

Comments:

- major subject areas are science/health, ecology, and nationalism
- five of six titles usable from upper elementary to adult, one aimed at junior and senior high
- accuracy rated generally good, except for two titles which received little input
- production quality rated about average; all films judged to have emotional impact and to stimulate audiences
- five of six films are basically cognitive; the one affective film received the only unusually low student interface rating
- teacher comments indicate appreciation for the rather straightforward instructional film

Upper 25%:

Smoking: It's Your Choice
Skin - It's All Around You

Titles Evaluated:

Let No Man Regret
Of This We Are Proud
Skin - It's All Around You
Smoking: It's Your Choice
VD - Old Bugs, New Problems
Your Clothing Can Burn

NAME OF COMPANY: Alfred Higgins Productions METRO CODE: AHP

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	Science Language Arts Environmental Policy Ecology Energy / Man Natural Resources Sociology Creative Writing
Let No Man Regret	*6.0	4/2	2	S	m	4-7	3.0	3.0	3.0	2	0	1	1	1	1	4.5	4.0	
AHP f 23	User comments: A nice film on ecology and man's indifference to nature. Non-narrative. Film begins with beauty of the forest and ends with total destruction as a result of a careless smoker. Film provides excellent base for discussion of conservation and ecology. Film was also used to inspire the																	
	User comments: beginning of a poem. Students reacted well to the excellent photography at the beginning and were very well able to pick up the meaning of the film.																	
Your Clothing Can Burn	6.6	6/5	4	R,S	m	3-12	3.7	3.3	3.3	3	0	1	2	3	1	4.3	3.1	Health Safety Home Economics Consumer Safety Science
AHP f 24	User comments: Very good film. Shows fabrics being tested for flammability. How to put out a clothing fire. Older film, 1960's, should be updated for newer federal laws. It is difficult to tell if the information is accurate in light of the new fabrics on the market. However, the basic message is still very important.																	
Of This We Are Proud	*7.0	3/3	2	S	m,se	4-8	3.0	3.5	3.5	2	0	2	0	2	0	3.3	2.5	Social Studies Language Arts
AHP f 25	User comments: Narration is a bit overdone, but film serves purpose of developing pride in America, something which seems to be lacking.																**	
Smoking: It's Your Choice	9.0	12/16	8	S	e,m,s	5-8	3.9	3.6	3.9	8	0	7	1	7	1	4.9	4.0	Science Health Decision Making Drug Education Biology Social Studies
AHP f 26	User comments: Excellent. Straightforward presentation on ill effects of smoking. This film presents facts and leaves decision to the viewer. Film uses high school kids as "smokers" and j.h. school kids as decision makers. I think it could and ought to be used with all audiences. I'm not sure that																	
	User comments the scare tactics of the movie would work with older students, but with nine year olds, the message was a good one and sunk in, I believe.																	
																	**	
V.D. - Old Bugs, New Problems	7.0	12/30	6	R,S,U	j,s,se	7-a	3.4	3.4	3.4	5	0	3	1	3	1	4.0	3.2	Biology Health Bacteriology Science Life Education Social Sciences
AHP f 27	User comments: This film is a super film. It covers all the V.D.s and uses an informal format. Very sketchy information.																**	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Alfred Higgins Productions METRO CODE: AHP

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Skin - It's All Around You	8.5	13/13	7	R,S	e-s	3-12	4.0	3.9	3.9	5	1	5	1	5	0	4.2	3.2	Science Health Biology Physical Education Home Economics
	User comments:																	
AHP f 28																	••	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
•• - student comments available

STUDENT COMMENT SAMPLING

Title of film: Smoking: It's Your Choice (AHP f 26)

Distributor: Alfred Higgins Production

Grade level: Suburban area, elementary school, Grade 4

Subject taught: Health

Order of use: Screen, Postdiscuss

Purpose of showing film:

I wanted to bring it home to students the harmful effects of smoking.

Teacher comments:

This is an excellent film which pulls no punches in graphically describing the harm that can come to certain smokers. I'm not sure that the scare tactics of this movie would work with older students, but with nine year olds, the message was a good one and sunk in, I believe.

Student comments: *(all sic)*

- The film said to me that cigarette smoking is bad for you and you could get very ill and die.
- Smoking can make your heart work harder and you can get cancer from smoking and it is not good to smoke because if you start it is very hard to stop.
- Smoking is very bad for your health and I will not start.
- That I would rather run and plan instead of smoking.

SUMMARY SHEET

Company Name: American Educational Films (A)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 7

Number Of Items Placed For Evaluation During 1979-1980: 10 films

Composite Rating Of All Films Evaluated: 7.67

Bookings:

Maximum: 18
Average: 8.8

Screenings:

Maximum: 42
Average: 15.0

Average Number Of Evaluations Received: 4.8

Comments:

- films targeted for career education, science, and health
- some application at middle school level, but primarily for junior and senior high school
- production quality judged generally good, though some films were thought to have too much information, others, too little
- generally better accepted by teachers than by students, but were, for the most part, quite successful in meeting teachers' objectives

Upper 25%:

Choking: A First Aid Film
Alchemist Sea
Nutrition: The Inner Environment

Titles Evaluated:

Alchemist Sea
Alcohol - A New Focus
Choking: A First Aid Film
Enzymes For Industry
Find Yourself Then Your Job
Lead - A Four Letter Worry
New Careers For Women
Nutrition: The Inner Environment
Opportunities For Training
Putting The Sun To Work

NAME OF COMPANY: American Educational Films METRO CODE: A

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Find Yourself Then Your Job	7.9	7/5	5	S,U	e-s	6-c se	3.8	3.8	3.6	3	2	4	1	4	0	4.8	3.7	Career Education Work Experience Vocational Studies Social Skills Basic Communications
A f 66	User comments: It made some good points as to why certain people elect to get into certain job fields, i.e., as a result of a hobby, to get personal satisfaction. Students thought the film was too unsophisticated for their grade level (12), but it actually helped them to articulate the importance of career choice relating to personality.																	
Opportunities for Training	*7.5	3/2	1	S	s	11-a	3.0	3.0	4.0	1	0	1	0	1	0	3.5	-	Industrial Arts
A f 67	User comments: This film covers a wide variety of training and schooling opportunities available to my students. The film is shown as one of a series of materials given through the year to build up ideas in the minds of the students as to where they could go to increase their skills and/or knowledge.																	
Nutrition - The Inner Environment	8.0	17/13	9	R,S	e,m,s	4-s	3.8	3.8	4.0	4	4	7	1	8	0	4.4	3.3	Science Health Nutrition Math Home Economics
A f 68	User comments: I previewed only - it looks great. Best film I've seen - covers everything well.																**	
Choking - A First Aid Film	9.3	18/42	10	R,S	j-a se	5-a	4.0	4.0	4.0	10	0	9	1	9	0	4.8	3.9	First Aid Safety Science Health Life Education Physical Education Home Economics
A f 69	User comments: Clear, concise demonstration on what to do if you or someone else is choking. Repeats actions several times. Should be shown prior to learning techniques, shown again during and after learning procedures. Uses very little animations; the live action is much more convincing. Acting is																	
	User comments: very good. Very confusing with retarded. Excellent for review after CPR demonstration. Covered different situations where choking would occur and stressed the order of procedure. Good for any group. Best movie out for choking.																	
New Careers for Women	*4.3	6/2	2	S	m-s	8-a	3.0	3.0	2.5	1	0	2	0	1	0	3.3	-	Career Education
A f 70	User comments Last part of film was a bit difficult to follow in terms of info being given.																**	
Alcohol - A New Focus	7.7	12/10	7	R,S	m-s	5-a	3.9	3.7	3.7	6	1	7	0	7	0	4.3	3.6	Values Science Drug Unit Health Guidance Biology Human Development Social Sciences
A f 71	User comments: Background about alcohol, what effect alcohol might have on people, decision of to drink or not to drink. Unbiased presentation of alcohol. This may stimulate the audience to experiment. Good film - up-to-date and interesting. Students could relate to the presentation.																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U = urban, S = suburban, R = rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: American Educational Films — METRO CODE: A

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Alchemist Sea	8.4	7/12	5	S,U	j-a t	7-a	3.8	3.6	3.6	4	1	4	1	4	0	4.6	3.5	Earth Science General Science Chemistry Physics Economics International Studies
A f 72	User comments: Very good and very appropos points and coverage. In my opinion it needs more step-by-step explanation of just how the solution and precipitation comes about. I (teacher) got alot out of it, but the students got much less. They (students) felt it was too telescoped - too much coverage in very short time.																	
Putting the Sun to Work	4.7	10/8	6	R,S	m,j,s, se,p	6-a	3.4	3.8	3.2	0	4	3	3	3	3	2.8	1.8	Science Social Studies Environmental Science
A f 73	User comments: The movie lacked completeness, consequently I don't feel the students comprenended the full intention of the film. Film was too brief. Students expected more information. Film did not answer their questions. Very brief, good as just a quick introduction. **																	
Enzymes for Industry	*5.0	5/8	2	S	s	9-12	4.0	3.5	2.5	1	1	1	1	1	1	2.5	1.5	Anatomy and Physiology General Biology
A f 74	User comments: Idea well presented and done. I didn't think the film was really long enough to go into the subject in any depth. I expected more.																	
Lead...A Four Letter Worry	*3.0	3/1	1	S	-	6-10	4.0	3.0	3.0	0	1	0	1	0	1	1.0	-	Ecology Science
A f 75	User comments: Not thrilling, but reasonably informative. Deals only with the environmental problems of lead mining; doesn't touch actual mining, smelting, or use of the metal.																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: |----------|10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Putting The Sun To Work (A f 73)

Distributor: American Educational Films

Grade level: Suburban area, elementary school, Grade 6

Subject taught: Self-contained

Order of use: Preview, Screen, Postdiscuss

Purpose of showing film:

I wanted to show the uses of solar energy

Teacher comments:

Film was too brief. Students expected more information. Film did not answer their questions.

Student comments: (*all sic*)

- The sun is a good source of energy but there are problems in developing it.
- the message to me was that we can always turn to the sun for energy
- We should use solar energy
- The main idea of this film was to show the ways that we are trying to catch the solar energy so that we can make energy from it.
- It told me to take advantage of the sun. It's for free.

SUMMARY SHEET

Company Name: Benchmark Films, Inc. (B)

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 5*

Number Of Items Placed For Evaluation During 1979-1980: 8

Composite Rating Of All Films Evaluated: 7.36

Bookings:

Maximum: 12
Average: 9.0

Screenings:

Maximum: 26
Average: 16.4

Average Number Of Evaluations Received: 5.6

Comments:

- major target areas are math/science (metrics series) and social studies, with one title recommended for language arts and values
- most titles usable with many age groups, though emphasis is on upper elementary through junior high levels
- all films well rated for accuracy
- production quality variable, but primarily good
- student interface only fair, with one positive exception ("The Lion And The Mouse")
- four titles usable in a number of disciplines
- lack of teacher's guides has definite negative impact on use and acceptance

Upper 25%:

(The) Family Krishnappa
Four Religions

Titles Evaluated:

(The) Family Krishnappa
Four Religions
(The) Lion And The Mouse
Metrics: History, Length, and Decimals
Metrics: Mass and Temperature
Metrics: Volume
Mr. Symbol Man
(The) Sugar Cereal Imitation Orange Breakfast

*Benchmark Films has withdrawn from participation as of July, 1980. We hope that they will see fit to re-join at a future date.

NAME OF COMPANY: Benchmark Films, Inc. METRO CODE: 8

Title and METRO code #	Composite rating	Number of bookings / $	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ $					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Mr. Symbol Man	-	2/1	1	R	s	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: I did not show Part II. Showed Part I; when I returned kids said they hated film. Man turned them off.																	
B f 28																		
(The) Lion and the Mouse	7.9	10/13	9	R,S,U	e	K-5 (9-12 Fmmkg)	3.9	3.7	3.7	7	0	8	0	7	0	4.8	3.7	Values /Guidance Literature /Rdg. Film Study /Art Entertainment Language Arts Social Studies Creative Writing
	User comments: Film is suitable for children of all ages. (They) enjoyed acting out the story! They really loved the animals. Charming! Cute! Mouse is a very loveable character. Good rendition of traditional fable; knowledge of story line is essential before viewing since not everything is spelled out																	
B f 29																		
	User comments: visually. Good for moral content and for entertainment - also for senior high school filmmaking.																	
(The) Sugar Cereal Imitation Orange Breakfast	6.9	11/11	7	R,S	e,m	3-12	3.6	3.3	3.4	6	0	6	1	6	1	4.5	3.2	Science Nutrition Health English Composition Economics Advertising/ Satire Social Studies Audiovisual Pres.
	User comments: Message and concept good for all ages, but vocabulary a bit high for third graders. The teacher will need to preview definitely in order to establish purpose for the film and method of approach. I feel this is an unnecessary film, the character is disgusting. Some students missed the																	
B f 30																		
	User comments: point of the sarcasm intended (5th grade); however, most understood it.																	
(The) Family Krishnappa	8.9	11/17	7	R,S	e,m,j,s	5-a	4.0	4.0	4.0	6	0	5	1	6	0	4.7	3.6	India Comparative Cultures Social Studies Sociology Current Events Reading Geography
	User comments Film does a wonderful job in describing village and family life in India. The pace of the film is quick, the sound is excellent, the narration is pleasing and the film is relatively short. Daily lives of a family from a third world country provides students with insight to the harshness of their lives. Well done, doesn't pull any punches.																	
B f 31																		
Metrics - History, Length, and Decimals	6.5	10/26	6	R,S	e,m,j	4-8	3.5	2.8	2.8	2	3	5	0	3	3	3.4	2.6	Math Science
	User comments: Brief history of customary measures and development of S.I.																	
B f 32A																		

Explanation of code:

rating: 1----------10 (poor-excellent)

regions: U - urban, S - suburban, R - rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: **Benchmark Films, Inc.** METRO CODE: 8

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Metrics - Volume 8 f 328	6.3	12/16	5	R,S	e,j	4-10	3.6	3.4	3.2	0	5	5	0	5	0	3.6	2.8	Math Metrics Science
	User comments: Excellent for 3rd, 4th and 5th grades. Good visual techniques.																	
Metrics - Mass and Temperature 8 f 32C	7.5	12/24	6	R,S	j	4-12	3.6	3.6	3.4	1	5	5	1	5	1	4.4	3.0	Science Math
	User comments: Informative and interesting, better response from students than most metric films. Good coverage of S.I. metrics using various scales and common items.																	
Four Religions, Parts I and II 8 f 33	8.0	4/8	4	S	s	8-a	4.0	3.3	3.5	2	2	3	1	3	1	4.3	3.0	Asian Studies Religion Studies Geography / Ethics Values History World Cultures Humanities
	User comments: A bit dull in the beginning of each reel, but accurate information. Film should be presented on four separate reels to get maximum utilization and allow time for wrap-around (presentation's pre- and post-viewing). Film is old presentation.																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: The Family Krishnappa (B f 31)

Distributor: Benchmark Films, Inc.

Grade level: Suburban area, high school, Grades 10-12

Subject taught: Marriage and Family

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

To study various cultures - family life

Teacher comments:

Shows family life of a country Indian family

Student comments: *(all sic)*

- It was real
- It made our pictures come to life
- I liked it

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Benchmark Films (B)

Number Of Years Depositing Media For Evaluation: 5*

Number Of Items Placed For Evaluation During 1979-1980: 2 kits

Production Quality: Good

Packaging Qualities:

Durability Of Container: Average

Attractiveness Of Package: Consistent (an aid to company identification) but lacking luster

Leader's Guide: Not available

Comments:

- Comments not possible, due to limited number of items placed for evaluation
- One kit - Clothing And Fashion - A History - is also available in 16mm format

Worthy Of Note:

Joy Adamson's Africa

Titles Evaluated:

Clothing And Fashion - A History
Joy Adamson's Africa

* This company has withdrawn from participation in the METRO program as of July 1, 1980.

1980

1982-

NAME OF COMPANY: Benchmark Films, Inc. METRO CODE: 8

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Clothing and Fashion: A History	9.0	3	1	-	-	-	4.0	4.0	1	-	-	1	-	-	-	3.0	Home Economics
	User comments: Excellent as introduction to clothing and textiles course.																
B k 1																	
Joy Adamson's Africa	9.0	13	6	1-7	4	2	3.8	4.0	5	1	2	6	5	4	2	4.0	Reading Social Studies Language Science Natural Science Animal Behavior
	User comments: Quite thorough, well done. The children enjoyed viewing them, but each one is a little too long for this age group (1). Beautiful scenery.															**	
B k 2																	
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

83

STUDENT COMMENT SAMPLING

Title: Joy Adamson's Africa (B k 2)

Distributor: Benchmark Films, Inc.

Grade level: Suburban area, elementary school, Grade 6

Subject taught: Reading

Teacher comments:

beautiful scenery - well done

Student comments: (*all sic*)

- The sound was good and I think I might read the book.
- animals that are born free should stay free.
- I really liked the movie alot. The TV version was better though.
- It was good!

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Bergwall Productions, Inc. (BWP)

Number Of Years Depositing Media For Evaluation: 1*

Number Of Items Placed For Evaluation During 1979-1980: 10 kits

Production Quality: Uniformly rated good

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Colorful and consistent

Leader's Guide: Available and judged helpful

Comments:

- Target areas and audiences are specific -- industrial arts and home economics for senior high level
- Narrow scope results in extremely limited utilization
- When materials did find an audience they were well-received

Worthy Of Note:

Electrical House Wiring Explained

Titles Evaluated:

Automatic Differential Explained
Automobile-Standard Transmission Explained
Electrical House Wiring Explained
Hydraulic Brake System Explained
Ignition System Explained
Language Of Cooking
Medical Technology-An Overview
Operation Of The Fuel System Explained
Shampooing/Hair Care
Small Engines Explained

* This company has withdrawn from participation in the METRO evaluation program effective July 1, 1980.

NAME OF COMPANY: Bergwall Productions, Inc. METRO CODE: BwP

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Medical Technology: An Overview BwP # 1	9.0	1	1	9	1	0	4.0	4.0	-	-	1	1	0	0	0	3.0	Career Education Biology The Human Body
	User comments:																
Ignition System Explained BwP # 2	10.0	3	1	9-12	1	0	4.0	4.0	-	-	1	1	1	1	0	4.0	Vocational Education
	User comments: Easy (used in spec. ed. classes), yet interesting.																
Hydraulic Brake System Explained BwP # 3	9.0	3	2	11-12	2	0	4.0	3.5	2	0	0	1	0	0	1	2.5	Vocational Education Science Auto Shop
	User comments: Easy to follow. Excellent teachers' manual.																
(The) Automoolle Standard Transmission Explained BwP # 4	8.0	3	1	9-12	1	0	4.0	4.0	1	1	1	1	1	1	1	4.0	Vocational Education
	User comments: Not appropriate for special ed. classes 9-12.																
(The) Operation of the Fuel System Explained BwP # 5	NA	5															
	User comments:																
Small Engines Explained BwP # 6	8.0	5	1	9-12	1	0	4.0	4.0	-	-	1	1	0	0	0	-	Science
	User comments:																
Electrical House Wiring Explained BwP # 7	10.0	5	3	9-12	2	0	4.0	4.0	2	0	-	2	1	1	1	4.0	Industrial Arts Vo. Ag. Program Science
	User comments: Interesting and complete detail. Good explanation. Material needs extended times for use. Too advanced for 7-8th graders.																

Explanation of code:
rating: 1----------10
grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: **Bargwell Productions, Inc.** METRO CODE: BwP

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Shampooing/ Hair Care	10.0	1	1	8	1	0	4.0	4.0	-	-	1	1	-	-	-	4.0	**Home Economics**
BwP k 8	User comments: **Excellent.**																
(The) Automatic Differential Explained	NA	1															
BwP k 9	User comments:																
(The) Language of Cooking	NA	1															
BwP k 10	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

SUMMARY SHEET

Company Name: BFA Educational Media (FA)

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 12

Number Of Items Placed For Evaluation During 1979-1980: 24

Composite Rating Of All Films Evaluated: 8.37

Bookings:

Maximum: 20
Average: 10.0

Screenings:

Maximum: 40
Average: 14.8

Average Number Of Evaluations Received: 6.6

Comments:

- Large number of films covering a variety of subject areas, including health, history, social studies, English, art, science, ecology, economics/consumerism, and driver ed
- target audiences range from upper elementary through senior high, with about a two-to-one balance in favor of the older students
- very high composite rating, derived equally from elementary and high school films
- films are primarily "instructional", yet are as enjoyable as they are informative
- accuracy, student response, and production quality all rated as good
- most titles have multidisciplinary application
- "Jesse Jackson and Carolyn Shelton: Pushing For Excellence" was found to be both provocative and inspiring, although production quality and content selection were rated below average

Upper 25%:

From The Mixed-Up Files Of Mrs. Basil T. Frankweiler
(The) Alphabet Dragon
Polar Regions - Hunters and Herders
Oil And Its Products
South America: History and Heritage
Sentences With Ralph and Stanley

Titles Evaluated:

(The) Alphabet Dragon
American Cowboy
Color - A First Film
Credit - How To Get It
Driving Tips To Avoid Accidents
Early Civilizations
First Aid For Young People
Food Around The World
From The Mixed Up Files Of Mrs. Basil T. Frankweiler
Heart Attack - Prevention
Insurance - What You Should Know
Introducing Globes
Jesse Jackson and Carolyn Shelton: Pushing For Excellence
Leader Of The People

(contd.)

Special Comment: BFA Educational Media is one of three firms which has participated in the METRO program since its inception. This long-term commitment to evaluation is indicative of the firm's approach to production and is reflected in the success their product enjoys.

Titles Evaluated continued:

Oil And Its Products
Pets - A First Film
Polar Regions - Hunters and Herders
Railroads and Westward Expansion
Sand County Almanac
Sante Fe Trail
Sentences With Ralph and Stanley
South America - Land and People
South America - History and Heritage
U.S. Is - Resources

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
First Aid For Young People	8.5	6/10	5	R,S	e,m,a	(2-4) 5-8 (9-a)	4.0	3.8	3.6	3	2	4	0	5	0	4.5	3.6	Science First Aid Physical Education
FA f 458	User comments: Emergency procedures used in cases of drowning, shock and choking handled very well for intermediate grades. Excellent film for a study of first aid. **																	
Early Civilizations	8.4	12/6	5	S	e,m,j, s,sa	(3-4) 5-8 (9-a)	3.6	3.4	3.4	4	1	4	0	4	0	4.4	3.3	Social Studies World Cultures History / Art English Sociology Archeology
FA f 459	User comments: Children were impressed of cities buried under others. How an archeologist's work found and formed history and how civilizations developed. A comprehensive overview of ancient civilizations - students were able to see how elements of culture were similar and different in various civilizations & also what the components are of civilization.																	
(The) Santa Fe Trail	8.3	10/14	8	R,S	e	(3) 4-8 (9-a)	3.9	3.9	3.9	6	1	7	1	7	0	4.6	3.4	Social Studies U.S. History (western Movement) Language Arts Transportation Literature Mapping
FA f 460	User comments: Excellent film. Prepare for scenes referring to specific areas. Maps and reference material useful and adds interest. **																	
Railroads and Western Expansion	7.6	17/18	10	R,S	e,j,s	(K-5) 6-8 (9-a)	3.7	3.4	3.5	6	4	8	2	7	2	3.9	3.2	Social Studies History Environmental Science Transportation Language Arts
FA f 461	User comments: The narration of the film was very good. Excellent film but would correlate better with our 4th grade curriculum. Interesting, but not enough to really turn them on. Not informative.																	
Heart Attack: Prevention	*10.0	4/6	2	S	s	9-12	4.0	4.0	4.0	1	0	1	0	1	0	5.0	4.0	Health Biology Anatomy and Physiology
FA f 462	User comments: This is an interesting, humorous film that gets the point across. Students will really like it. **																	
Jesse Jackson and Carolyn Shelton - Pushing for Excellence	8.8	6/16	8	S,U	j,s,sa t	(4-5) 6-a	3.4	3.1	3.1	8	0	7	1	7	0	4.3	3.6	Social Movements English/Speech Social Studies Guidance/Inservice Black Studies Sociology/Values Psychology Current Events Composition/Religion
FA f 463	User comments This is an excellent portrayal of what one man can do to promote inspirational attitudes -It is a film which should be seen by <u>every</u> student. His message comes across clearly - "You may not be responsible for being down - but you <u>are</u> responsible for getting up!" Wish it were longer!																	
	User comments: Students relate well, understand and listen. I feel this film was a very positive influence. Moves a bit quickly for special students. This film would be great in a speech class. Jackson is a fiery speaker. They (students) felt a sense of fulfillment at what these two people had to say. **																	

Explanation of codes:

ratings: [illegible]10 — poor-excellent

regions: U - urban; S - suburban; R - rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, sa-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Alphabet Dragon	9.1	13/20	11	R,S	e,se	K-3	3.8	3.5	3.8	6	3	10	0	10	0	4.9	4.0	Reading Language Arts Phonics Creative Writing
FA f 464	User comments: The letters and wish words appear as they are spoken. The beginning letter is usually a different color than the rest of the word. This is the best alphabet film we've seen. Also good for alphabetizing and review of upper and lower case letters. **																	
Color - A First Film	7.2	9/11	6	R,S	e,m,j,p	(K-2) 3-6 (7-8)	3.5	3.5	3.0	2	3	6	0	5	1	3.8	3.3	Science Primary Colors Art Language
FA f 465	User comments: This film can be used for 1st graders but we did not go into depth on the discussion. Confusing for a "first film" in regards to presenting two theories of color. **																	
Sentences with Ralph and Stanley	8.7	15/20	10	R,S	e,m,se	(3) 4-6 (7-12)	4.0	3.9	3.9	8	2	8	2	10	0	4.7	3.6	English Grammar Language Arts Creative Writing Reading
FA f 466	User comments: Follows our reading book. (Children) especially liked the mailman, Melvin! Excellent for motivation and review. Enjoyable and informative. Clear, interesting, well-done grammar lesson. Excellent for demonstrating subject-predicate, and capitalization, punctuation skills. **																	
Pets - A First Film	9.3	9/5	5	R,S	e,se	K-3	3.8	3.8	3.8	2	1	2	1	3	0	4.7	4.0	Science Language
FA f 467	User comments: Children very enthusiastic. This gives a very good overall view of owning a pet.																	
(The) U.S. Is -Resources	9.0	4/6	3	S	e,j,p,se	4-8	4.0	4.0	4.0	2	1	3	0	3	0	5.0	3.6	Social Studies Science History Economics Geography
FA f 468	User comments: Excellent presentation of the material. Well organized. Students are now impressed by wealth of U.S. and reasons for it. Humorous, but informative. Shows facts and figures about U.S. resources. Why we have such a high standard of living. It really held the students' interest. Information was up-to-date and realistic.																	
Leader of the People	7.3	9/11	6	R,S,U	j,s	(4-6) 7-12	3.7	4.0	3.7	5	1	5	1	5	0	4.0	2.0	U.S. History Language Social Studies English Literature Aging Interpersonal Relations
FA f 469	User comments: The film gives the reaction of the family to the old man. Points out the cruelty and insensitivity vs. the sensitivity of people. Adheres to short story. Good film technique. Caused much discussion. The class felt that the film evoked the same emotional response as the short story did. A beautiful, sensitive, almost verbatim transferral of story to																	
	User comments: film. The film serves as a good introduction to westward expansion.																	

Explanation of code:

rating: 1----------10 (poor-excellent)

regions: U = urban, S = suburban, R = rural

levels of schools: e-elementary, m-middle, j-junior high, s-senior high, c-college, a-adult, se-special education, pa-parochial, p-private, t-technical

DNA = does not apply
NA = sufficient data not available
* = not included in composite evaluation
** = student comments available

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interest	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	Art / History Goal Setting Reading Humanities English Social Studies Child Psychology Children's Lit. Language Arts
From the Mixed Up Files of Mrs. Basil E. Frankweiler FA f 470	8.2	20/27	14	R,S	e,m,se,p	4-9 (10-a)	3.2	3.3	3.4	13	0	11	1	11	1	4.6	3.5	
	User comments: This can lead to excellent discussions and can also be used not only in Language Arts, but in our Health program - leading to discussion of feelings. With so much omitted from the book, the story line in the film was hard to follow. I showed the film with the intent of making the book "come alive" for the class. It was a total flop! Very realistic. Questions on																	
	User comments: cover can be used as indication of listening skills, main ideas, inferential comprehension. This film was very well done. It is a film which has far greater meaning than the surface presentation indicates. **																	
Polar Regions: Hunters and Herders FA f 471	9.0	15/16	12	R,S,U	e,m,se	(1-2) 3-8 (9-a)	4.0	3.8	3.9	7	4	11	0	10	1	4.8	3.8	Social Studies Career Education Science Vocabulary Bldg. Reading
	User comments: Beautiful photography of the polar regions - Alaska and Lapland both shown. I thought this film was informative as well as interesting in the approach it used to describe the life styles of the Eskimos and Laplanders. Excellent for contrast of cultures, also to note differences within a culture. It correlated perfectly with our curriculum objectives.																	
	User comments: The narrator speaks clearly and a bit slowly. Traditional clothing, work, tools and games are skillfully shown beside the modern pre-fab houses and snowmobiles. **																	
(The) American Cowboy FA f 472	7.7	17/14	8	R,S	e,m,j,s,se	4-a	3.6	3.8	3.8	4	3	7	1	6	1	4.3	3.2	Creative Writing U.S. History Problems of Democracy Geography Minorities Westward Expansion Social Studies
	User comments: Excellent film - very authentic. Too old for my youngsters (e,se). This film is done with very few stills - BFA did a neat job of bringing back the days gone by - using live action and superb filming techniques. **																	
Oil and Its Products FA f 473	8.6	13/40	10	R,S	e,j,s,p,co	(3-4) 5-a	3.9	3.8	3.8	5	2	8	0	8	1	4.5	3.3	Social Studies Industrial Arts Science Chemistry /Physics Geography Environmental Ed. Economics
	User comments: An interesting presentation of the many products that are petroleum based. Excellent film. Very good film for teachers of I.P.S. Modern up-to-date photography captures students' attention. Purely informational - not a hard sell on conservation. Excellent summary of petroleum industry. **																	
Insurance: What You Should Know FA f 474	*9.0	4/1	1	U	a,t	11-a	4.0	4.0	4.0	1	0	1	0	1	0	4.0	3.8	Economics Adult Education
	User comments: **																	

Explanation of code:

rating: 0----------10 (poor-excellent)

regions: u - urban, s - suburban, r - rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, pr-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Credit: How To Get It	*8.0	6/3	2	S	e,s	(5-6) 7-e	4.0	4.0	4.0	2	0	2	0	2	0	4.5	3.0	Consumer Education Economics
FA f 475	User comments: The film is up-to-date; would appeal to junior high the most prosably, but is worthwhile at lower age. Good film.																	
Driving Tips To Avoid Accidents	8.6	7/15	5	R,S	s	9-s	4.0	3.6	3.8	4	1	5	0	5	0	4.8	3.6	Driver Education Traffic Safety Health
FA f 476	User comments: Very well done. Good points to remember. Be careful to point out concepts you may not agree with. Excellent.																	
Introducing Globes	7.3	7/4	4	R,S	e,s	(3-4) 7-9 (10-12)	3.8	3.8	3.8	1	2	3	0	4	0	4.0	3.2	Geography Social Studies Science
FA f 477	User comments:																**	
(A) Sand County Almanac	8.4	4/8	5	R,S	e,s,p	(4-7) 8-s	4.0	4.0	4.0	4	0	4	0	3	0	4.2	3.5	Social Studies Science /Ecology Literature Human Behavior Psychology Wildlife /Religion Filmmaking Conservation Poetry
FA f 478	User comments: Excellent approach to environmental sensitivity. Beautiful adaptation of Leopold's book. His vocabulary is very articulate and poetic, so it needs total concentration. Pure poetry with many images, both visual and mental, to digest. It does transcend a discussion of ecology to a deeper discussion of man and his own search for balance and meaning in life.																	
	User comments: Should leave the viewer with the wonder of earth and all its natural beauty, and give one second thougnts of what we are doing to our beautiful earth.																	
Food Around The World	8.6	12/10	6	R,S	e,m,s, pe,pa	(2-4) 5-10 (11-12)	3.7	3.5	3.5	4	2	6	0	6	0	4.2	3.6	Self Help Skills Geography Social Studies Home Economics Science
FA f 479	User comments: Very good film on the different foods people eat and how to get them. Good information on why people eat different foods and the customs that have continued over many years.																	
South America - Land and People	8.5	12/17	6	S	e,s	(3-5) 6-12 (a)	4.0	4.0	3.6	3	2	5	0	5	0	4.6	3.3	Spanish Social Studies Geography Latin American Studies Cultures Economics
FA f 480	User comments: Colorful and up-to-date. Excellent overview of geography of different regions, does also touch on the culture of the different regions; but best for geography. An excellent study of South America's varied geography, climate and race.																	

Explanation of code:

rating: 1 ---------- 10
poor-excellent

regions: u - urban
s - suburban
r - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college pr-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
South American History and Heritage	8.5	10/23	7	S	e,m,j, s	(5-6) 7-a	3.9	4.0	4.0	7	0	7	0	5	0	4.8	3.6	Geography Social Studies Latin American History Cultural Studies Spanish History Economics Indian Studies
FA F 481	user comments: Good overview of history from 15th century to now. Excellent section on Incas brings out struggle for independence and now their present day struggle for economic independence. Explains church/state involvement.																	
	user comments:																	
	user comments:																	
	user comments:																	
	user comments:																	
	user comments																	
	user comments:																	

Explanation of code:

rating: 1----------10 (poor-excellent)

regions: 1 - urban, 2 - suburban, 3 - rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Jesse Jackson and Carolyn Shelton-Pushing For Excellence (FA f 463)

Distributor: BFA Educational Media

Grade level: Urban area, vocational technical, high school

Subject taught: Media

Order of use: Screen

Purpose of showing film:

motivate students

Teacher comments:

Student comments: *(all sic)*

- People are people.
- Black people have it hard and Jesse Jackson is pushing for an easier life for blacks. He is trying to install confidence within blacks so they can get out of the Getto and into a better life.
- To try harder for a better education, to work with others not against them.
- Black people can be something if they really want to make it in life.
- Don't stop until you find what you want.
- The words and statements he says really get to you, no matter what he says.
- To improve yourself and don't let nobody stop you.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: BFA Educational Media (BFA)

Number Of Years Depositing Media For Evaluation: 12*

Number Of Items Placed For Evaluation During 1979-1980: 19 kits

Production Quality: Fair to Good

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Consistently colorful and uniform size

Leader's Guide: Supplied, well done

Comments:

- company's finest products are their 16mm films, but their building level materials are useful alternatives
- utilization very erratic; several received no use
- apparently utilization reflects content demand, not quality; when used, items were well rated
- a wide variety of topics covered in building level format, with emphasis on upper elementary to junior high levels
- company enjoys a fine reputation for quick response to customer needs

Worthy Of Note:

First Ideas About Astronomy
Dinosaurs and Other Prehistoric Life

Titles Evaluated:

America's Humor: 1647-1900
Backyard Science - Series II
Dinosaurs and Other Prehistoric Life
European Mythology Series
First Ideas About Astronomy
Four Families Of The Middle East
Health Products
Holidays We Celebrate

(contd.)

* As mentioned on the 16mm summary sheet, this company has participated in the METRO program from its inception.

Titles Evaluated contd.

Life In The Sea
Maps, Globes, and Directions
Portable Electric Tools
Portable Power Saws
Resources - Needs and Choices
Tools For Metal Working
Understanding The Library
(The) Usable Law Program
Visual Anthology Of Literature
Writing Reports and Letters

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study	Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes / no	max. 4.0									max. 4.0	
Tools For Metal Working	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FA k 99	User comments: NA															
European Mythology Series	8.0	5	2	5	2	0	4.0	4.0	1	0	1	2	2	2	2	4.0	Language Arts (3-12) Reading Social Studies
FA k 100	User comments: Exposes students to different mythological types. Allows comparisons to be made. Kit is excellent. Highly motivational. Student comment: "I liked it because it shows how everyone had the same myths even though the names were different."															
Understanding the Library	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FA k 101	User comments: NA															
Portable Electric Tools	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FA k 102	User comments: NA															
(The) Usable Law Program	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FA k 103	User comments: NA															
First Ideas About Astronomy	9.0	8	3	5-8	3	0	3.7	4.0	2	0	1	3	3	3	0	3.4	Mythology Science
FA k 104	User comments: Interesting. Stimulates discussion. I used it as an introduction to astronomy and the study of constellations. The students really enjoyed it. It proved to be an excellent motivation to develop a project on constellations and the planets. Colorful. Some of the material can be easily dated by recent explorations. Holds interest of students well. **															
Maps, Globes and Directions	8.3	9	3	1-5	1	1	3.7	3.7	2	1	2	2	2	1	0	3.9	Social Studies History
FA k 105	User comments: Explained in good detail materials to use in class. Too much for one week's use. Strength of material in overhead transparencies. Material was too easy for my level.															

Explanation of code:
rating: 1----------10
grade levels: e-elementary, j-junior high, c-college, m-middle, s-senior high, a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Four Families of the Middle East FA # 106	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Writing Reports and Letters FA # 107	8.9	9	5	4-9	4	1	3.8	3.8	3	2	3	4	4	2	2	3.8	Language Arts Science Social Studies
	User comments: Too much material in one kit. Very well organized and presented - basic enough for elementary grades, but not babyish - good for grades 4-9. Overhead transparencies are included for review and practice of material covered in filmstrip. Motivating. Useful suggestions. Strength of material in clarity and repetition of rules. Actors were interesting.																
Resources, Needs and Choices FA # 108	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Life in the Sea FA # 109	8.0	3	2	9-12	1	0	4.0	4.0	0	1	1	-	-	-	-	3.5	Biology
	User comments: Covers wide range.																
Tools For Woodworking FA # 110	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Visual Anthology of Literature FA # 111	10.0	8	1	9-12 se	1	0	4.0	4.0	1	0	0	1	1	1	0	4.0	
	User comments: NA																
America's Humor: 1647-1900 FA # 112	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																

Explanation of code:
rating: 1----------10
grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: BFA Educational Media — METRO CODE: FA

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Backyard Science Series II FA # 113	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Health Products FA # 114	8.0	1	1	4	-	-	4.0	4.0	1	0	0	1	0	0	0	3.5	Science Health Nutrition
	User comments: Good discussion of not only physical health, but also mental and social health. #1 and #2 presented in a fun way, especially for grade 4 students.																
Dinosaurs and Other Pre-historic Life FA # 115	9.1	7	7	2-6	5	2	3.8	3.8	3	1	5	6	7	4	2	3.8	Social Studies Science
	User comments: Children very interested and enthusiastic. Enjoyed color and sound track. Material interesting. Accurate. Easy and clear explanations. Children enjoyed as language wasn't too deep. Use for a variety of age levels. Holds interest with almost cartoon-like pictures.																
Holidays We Celebrate FA # 116	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Portable Power Saws FA # 117	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
	User comments:																
	User comments:																

Explanation of code:
rating: [illegible]10 — grade levels: e-elementary, j-junior high, c-college, m-middle, s-senior high, a-adult
NA - sufficient data not available
** - student comments available

0 50

STUDENT COMMENT SAMPLING

Title: First Ideas About Astronomy (FA k 104)

Distributor: BFA Educational Media

Grade level: Suburban area, elementary school

Subject taught: Science

Teacher comments:

Appropriate for subject area and grade level
Students could use the kit independently.
"Colorful, presented in a way which holds interest of students."

Student comments: [all sic]

- I never knew that a star can be biger then the sun.
- I got an idea on how the earth began.
- I never knew what Astronomy ment.
- I never new the the pictures were called constalation.
- I learned how people thought about the stars.
- I learned what happened to the gods.
- I learned about the stars and what they ment. I learned that how hot and how cold a star is by the color.

SUMMARY SHEET

Company Name: Carousel Films, Inc. (C)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 8

Number Of Items Placed For Evaluation During 1979-1980: 6

Composite Rating Of All Films Evaluated: 7.40

Bookings:

Maximum: 20
Average: 10.3

Screenings:

Maximum: 42
Average: 21.6

Average Number Of Evaluations Received: 6.5

Comments:

- limited number of titles and their variety make it difficult to generalize
- major target areas of the six were language arts, film studies, and social studies
- with one exception, accuracy and production quality were very well rated
- films judged to have strong emotional impact and to provide audience stimulation, though student interface ratings are fairly low
- "The Pump" brought highly polarized responses, ranging from "very enjoyable" to (in part) "obscene"
- "When Comedy Was King" was extremely heavily booked and screened, while three other titles received substantially below average utilization

Upper 25%:

(The) Japanese
When Comedy Was King

Titles Evaluated:

(The) Japanese
(The) Making Of A Documentary
(The) Pump
Simple Effects For Cinema
(The) Swan Song
When Comedy Was King

NAME OF COMPANY: Carousel Films, Inc. METRO CODE: C

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Swan Song	*7.0	6/3	2	S	j,se	9-a	3.0	3.0	3.0	1	0	1	0	1	1	3.0	1.0	Language Arts
	User comments: Excellent.																	
C f 60																		
When Comedy Was King	8.3	20/42	13	R,S	e,j,s, se	H-a	3.9	3.7	3.7	10	1	11	1	12	0	4.5	3.9	American History English Drama Sociology Creative Writing Filmmaking Language Arts Enjoyment / Art
	User comments: Excellent film to be enjoyed by all ages. Part II has better material than Part I; class enjoyed it more. (They) understood/related to present types of comedy. Fine history of early comedy. Info very accurate. Film is long, too long for classroom use. It should be in several shorter																	
C f 61																		
	User comments: (10 min.) reels so kids won't get turned off by repetition. Excellent job in presenting history of comedy in films (silent). Shows top stars. Commentary is super! **																	
(The) Making of a Documentary	*9.0	6/2	1	R	s	10-a	4.0	4.0	4.0	1	0	1	0	1	0	5.0	3.5	Film or T.V. Study Visual Literature
	User comments:																	
C f 62																		
(The) Pump	4.8	8/10	9	R,S	e,m,s, se	(K-4) 5-a	2.2	3.3	2.7	6	2	6	3	5	3	3.9	2.6	Film Study Sociology Entertainment Language Arts Creative Writing Science
	User comments: This film demonstrates the fact that no matter how long a machine may be in use, man must still work at getting the bugs worked out of it. It also shows the lengths to which man will enslave himself to his machines. Filmmaking technique and story line were both good. This film was																	
C f 63																		
	User comments confusing and contained violent and obscene scenes (one dealing with a thermometer). Very enjoyable film. Use to demonstrate what can be done with film and also just for pure enjoyment. **																	
(The) Japanese	9.0	13/28	9	R,S,U	e,m,j, sa	6-a	3.9	3.9	3.9	8	2	9	1	8	1	4.6	3.6	Social Studies Economic Geography Sociology World Affairs History English
	User comments: This film is by far the best film on Japan. Film follows the textbook, The Ways of Man, very well. Only complaint is that the film is about ten years old. Excellent for depicting Japanese life. Cannot praise this film enough! All nations, to be successful and modern, need not be western. Group effort as opposed to individual.																	
C f 64																		

Explanation of codes:

Rating: 0----------10 poor-excellent

Regions: U - urban
S - suburban
R - rural

Levels of schools:
e-elementary v-senior high pa-parochial
m-middle c-college pr-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Carousel Films, Inc. METRO CODE: C

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	8					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Simple Effects for Cinema	7.5	9/7	5	R,S	j,s	7-a (4-6)	4.0	4.0	3.6	1	3	5	0	4	1	4.0	3.2	Filmmaking Media Visual Literacy
C f 55	User comments: Excellent filmmaking tricks. Film was used to excite students into making their own films and to show them how to plan, cut and edit their films. Very good concepts. This film works best with a group that is making films or has a technical viewpoint. It also might be good with an elementary																	
	User comments: school class such as "gifted".																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments:																	

Explanation of code:

rating: 0-------------10
poor-excellent

regions: U = urban
S = suburban
R = rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college pr-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

54

STUDENT COMMENT SAMPLING

Title of film: The Pump (C f 63)

Distributor: Carousel Films, Inc.

Grade level: Suburban area, elementary school, Grade 6

Subject taught: All

Order of use: Screen, Postdiscuss

Purpose of showing film:
To expose students to various film techniques

Teacher comments:

very enjoyable film
use to demonstrate what can be done with film and
also just for pure enjoyment

Student comments: (*all sic*)

- The film said to me that machines are just like people in several ways.
- The film was funny, but weird.
- This film said to me that machines can get sick too.
- You can make funny things with film.
- Everything need to be repaired at sometime.

1980

SUMMARY SHEET

BUILDING LEVEL MATERIALS

Company Name: Center For Humanities (CFH)

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 6 slide sets with audio cassettes

Production Quality: Good to excellent

Packaging Qualities:

Durability Of Container: Above average; slides supplied in carousel trays

Attractiveness Of Package: Colorful; consistent for company identification and ease of storage

Leader's Guide: Available; judged helpful

Comments:

- targeted for senior high and college-level use
- subject areas are thought provoking and should lead to good discussion
- photography is a consistent strength
- utilization low; this is primarily due to format, not quality -- automatic sound/slide equipment is not nearly so available as automatic filmstrip equipment
- increased hardware availability would definitely increase utilization

Worthy Of Note:

Comic Imagination In American Literature - Washington Irving and Woody Allen
Wilderness Experience - Mountaineering/Weather

Titles Evaluated:

Comic Imagination In American Literature-Washington Irving and Woody Allen
Critical Issues In Economics-Inflation, Recession, and Depression
Film-A Reflection of American Values
Literature Of The Supernatural-Worlds Beyond Reason
Origin Of American Values-Puritan Ethic To Jesus Freaks
Wilderness Experience-Mountaineering/Weather

NAME OF COMPANY: Center for Humanities METRO CODE: CFH

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Literature of the Supernatural: Worlds Beyond Reason CFH s 1	6.0	2	1	11-12	1	0	3.0	3.0	-	-	1	1	1	1	-	3.0	English Psychology Parapsychology
	User comments: Stories dull in places. Pictures great. Manual with ideas good.																
(The) Origins of American values: The Puritan Ethic to the Jesus Freaks CFH s 2	NA	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	English Social Studies
	User comments:																
Wilderness Experience: Mountaineering/weather CFH s 3 and 4	8.5	5	2	6-9 se	1	0	4.0	4.0	1	2	1	1	1	0	0	3.3	Science History Social Studies
	User comments: Excellent photography. Suitable for a variety of subjects and grade levels.																
(The) Comic Imagination in American Literature: Washington Irving to Woody Allen CFH s 5	10.0	6	3	7-10	3	0	4.0	4.0	1	0	1	3	2	2	0	3.8	English Psychology Theatre History
	User comments: Strength of material: the music and sound particularly.																
Film: A Reflection of American Values CFH s 6	NA	5	1	-	1	0	-	-	-	-	-	-	-	-	-	-	English
	User comments: Not appropriate for 11-12th grade Marriage and Family class.																
Critical Issues in Economics: Inflation, Recession and Depression CFH s 7	NA	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10 grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

SUMMARY SHEET

Company Name: Centron Films, Inc. (CE)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 5

Number Of Items Placed For Evaluation During 1979-1980: 11

Composite Rating Of All Films Evaluated: 8.51

Bookings:

Maximum: 19
Average: 12.8

Screenings:

Maximum: 30
Average: 17.2

Average Number Of Evaluations Received: 8.6

Comments:

- major target areas are language arts (especially punctuation and grammar) and biography, with some application in science
- target audiences are well defined, with the punctuation series aimed at the elementary level, the biographies, at junior-senior high levels
- series approach met with great success
- company appears to know what it wants to do and is able to do it
- accuracy and production quality consistently rated good to excellent
- with two exceptions, students seemed to enjoy all titles
- punctuation series felt to be highly motivational
- biographies are multidisciplinary and are done creatively
- company has demonstrated great skill in presenting potentially dull subject matter in a stimulating manner

Upper 25%:

Punctuation: Colon, Semicolon, and Quotation Marks
Punctuation: Mischievous Marks - ( ) 's
Punctuation: Putting Commas Between
Punctuation: Stop That Period! Period That Stop
Punctuation: Taking Commas Aside
Martin Luther King, Jr. - The Assassin Years

Titles Evaluated:

Alfred Nobel - The Merchant Of Death
Ernest Hemingway - Rough Diamond
Marie Curie - A Love Story
Martin Luther King, Jr. - The Assassin Years
Punctuation: Colon, Semicolon, and Quotation Marks
Punctuation: Mischievous Marks - ( )'s
Punctuation: Putting Commas Between
Punctuation: Stop That Period! Period That Stop
Punctuation: Taking Commas Aside
Rudyard Kipling - Road From Mandalay
Theodore Roosevelt - Cowboy In The White House

NAME OF COMPANY: Centron Films METRO CODE: CE

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Punctuation-Mischievous Marks CE f 55	8.5	18/22	14	R,S	e,m,pa	3-9 (10-a)	4.0	3.9	3.8	9	3	13	0	13	0	4.2	3.6	Grammar Creative Writing Language Arts Social Studies Filmmaking
	User comments: Good review - humorous. Very dramatic - good "playlets" to catch attention of group-especially commercials. Film does not teach the use of apostrophe with plural nouns not ending in "s". Kept students' interest. Use of film best after practicing use of apostrophe. Very unrelated concepts																	
	User comments: might be confusing. Great. I'm very impressed with the way concepts were presented. Highly motivating. The concepts are presented very simply and clearly. **																	
Punctuation: Colon, Semicolon and Quotation Marks CE f 56	8.3	15/18	10	R,S	e,m,pa	(3) 4-9 (10-a	3.8	3.7	3.8	6	3	9	0	9	0	4.6	3.6	English Language Arts Reading Composition Filmmaking
	User comments: Though some words a bit "over the heads" of the children (3rd grade), they were completely enthralled by the cartoons. Presented in an interesting manner. The film uses visual techniques to show what a colon, semicolon represent. Would have been just as effective as a filmstrip. Good.																	
	User comments: Cute. This entire series is enthusiastically received by my students. The approach for quotations is excellent. **																	
Punctuation: Stop That Period! Period That Stop CE f 57	9.4	18/22	10	R,S	e,m,j, pa	3-7 (8-a) sa	3.8	3.7	3.8	5	2	9	0	7	0	4.9	3.4	Language Reading English Filmmaking Creative Writing Teacher Education
	User comments: Works with audio as well as visual learning. It would be useful for lower level students at the upper elementary school level. A really fun way to teach (or review, or introduce) punctuation. Should be mandatory for all H.S. seniors as a review! This particular film is handled																	
	User comments from a basic elementary standpoint (though not trite) and makes punctuation practice painless. The humor is refreshing and enjoyable. **																	
Punctuation: Putting Comma Between CE f 58	8.4	19/19	10	R,S	e,m,j, pa	(3-4) s-a	3.9	3.7	3.8	7	2	9	0	8	1	4.5	3.7	Language Arts Reading Communications Journalism
	User comments: Excellent review. Teaches rules of punctuation in a fun way. Fast, clever approach. Great for phrasing in reading. Kids usually attentive to whole film - liked to answer narrator. Because they had seen other films from this series, the class was very enthusiastic about seeing it. I am																	

Explanation of code

rating: 0-------------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college pr-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Centron Films METRO CODE: CE

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: particularly impressed by the retention of information on the parts of the students. They use tricks from the film to remind themselves. The high interest factor, due to method of presentation, has helped even slow students																	
	User comments: to understand the concepts where other methods have, if not failed, at least not had the same retention factor. **																	
Punctuation: Joking Commas Aside CE # 59	8.5	15/26	14	R,S	e,m,pa,sa	4-8	3.9	3.8	3.8	9	3	14	0	12	2	4.4	3.5	Language Arts Reading Filmmaking Creative Writing Video Production
	User comments: It was useful both as an introduction for some groups, and review for others. This particular film deals with a subject that many children find very difficult. I particularly like the use of body language as this helps to reach many children who tend to learn by doing. Excellent																	
	User comments: film. Stimulating presentation. Provides a springboard for discussion. The concept is well presented. Too many concepts introduced in the film for some students. **																	
Rudyard Kipling: The Road From Mandalay CE # 60	8.0	7/6	3	S,U	m,s,sa,pa	(6-8) 9-a	3.7	4.0	3.7	2	1	3	0	2	1	4.5	2.6	English Social Sciences Language Arts Reading
	User comments: It does a good job of introducing the class to Kipling. It does not contain good references to his works. I used this with various ability areas. The higher (on grade and above) readers reacted better. I was not aware of this film series, but now I'm eager to preview more.																	
Theodore Roosevelt: Cowboy in the White House CE # 61	7.9	12/16	8	S,U	j,s,sa,pa	(6-8) 9-a	4.0	3.6	3.4	6	0	7	0	7	0	4.0	3.2	History Social Studies Biography U.S. History Foreign Relations
	User comments This film, though very good, is not as engrossing as the others in the series. More personality characterization than emphasis on achievements.																	
Alfred Nobel- The Merchant of Death CE # 62	7.8	9/14	6	R,S,U	j,s,sa	(7) 8-a	3.8	3.8	3.5	5	0	6	0	4	2	4.5	2.1	English / Biography Sociology Nobel Studies History Social Studies English Drama Chemistry / Physics
	User comments: This is an exceptionally good glimpse of the life and interests of Nobel. Good for generating discussion. In general, this whole series excites me. It seemed to follow the biographical section from Champions of Peace rather carefully. Very enlightening.																	

Explanation of code:

rating: ----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Centron Films METRO CODE: CE

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	U.S. History Biography Minority Studies Sociology Black History Social Studies Civil Rights Law Human Relations
Martin Luther King Jr. - The Assassin Years CE f 63	9.2	12/30	7	S,U	e,m,j, s,se	8-e (3-7)	3.4	3.6	3.7	7	0	7	0	7	0	4.3	3.8	
	User comments: Excellent film. Has to be used with some background knowledge of the Civil Rights movement. After viewing the film they (the students) are all motivated to find out more information about him. Some of these students are on a third grade level and understood the message from this film. Very tastefully, accurately and un-fanfare-fully done. Film footage of the real Martin Luther King is used as well as staged sequences.																	
Marie Curie - A Love Story CE f 64	8.5	6/6	4	S,U	j,s,se pa	6-e	3.5	3.5	4.0	3	0	3	0	3	0	4.8	3.3	English /Biography Drama / History Science Entertainment Chemistry Ethnic Studies Model Studies
	User comments: This film is a touchingly and appreciatively rendered consideration of the Curies. I found it to be the most engrossing and exciting of the four I have previewed so far. A treat! Film brings characters to life. Well acted. Characters of Maria and Pierre were believable, human. Their obvious dedication to science and research became more evident as the movie ran on. **																	
Ernest Hemingway - Rough Diamond CE f 65	8.3	10/10	9	R,S,U	j,s,se pa	(7-8) 9-e	3.7	3.6	3.3	5	3	9	0	7	1	4.4	4.0	English /Biography American Literature History Film Study Creative writing Psychology Sociology Social Studies
	User comments: Film is of value as an overview on the many works of Ernest Hemingway. It assisted students to see autobiographical influence in his stories. This film, while accurately describing the eccentricity for which Hemingway was famous leaves, I think, a lot to be desired. The viewer needs preparation. A good portrait of the man and the author. Shows Hemingway as a human being, not a literary god. Technique is basically good, although there are some forced spots in the dialogue. Held students' interest and prompted many questions.																	
	User comments:																	

Explanation of code:

rating: 0----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college pr-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation

** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Punctuation: Putting Commas Between (CE f 58)

Distributor: Centron Films

Grade level: Suburban/urban, middle school, Grade 6

Subject taught: Language

Order of use: Prediscuss, Screen, Postdiscuss

Purpose of showing film:

to review use of commas in a visual way

Teacher comments:

excellent

Student comments: *(all sic)*

- I thought it was a good movie because it showed me where to place comma's with a little comedy.
- I think the film was worth looking at because I enjoyed it.
- I think its worth watching becouse it told where to put commas and what are clauses.
- The film makes the comma easier to understand.

SUMMARY SHEET

BUILDING LEVEL MATERIALS

Company Name: Changing Times Education Services (CTES)

Number Of Years Depositing Media For Evaluation: 3

Number Of Items Placed For Evaluation During 1979-1980: 4 kits

Production Quality: N/A

Packaging Qualities:

Durability Of Container: Average

Attractiveness Of Package: Consistent, Average

Leader's Guide: Not included

Comments:

- subject area for all items is career ed; the greatly diminished demand for such materials resulted in extremely light utilization; the resultant lack of data precludes commentary

Note: In 1980 this company joined with EMC Corporation; CTES materials will be included with EMC data in future Reports.

Worthy Of Note:

N/A

Titles Evaluated:

Explaining Careers In Business
Explaining Careers In Communications and Transportation
Explaining Careers In Science
Explaining Careers In Service

NAME OF COMPANY: Changing Times Educational Services METRO CODE: CTE

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Exploring Careers in Business CTE # 27	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Exploring Careers in Communications and Transportation CTE # 28	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Exploring Careers in Science CTE # 29	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Exploring Careers in Service CTE # 30	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: [illegible]10
grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult
NA - sufficient data not available
** - student comments available

11 94

SUMMARY SHEET

Company Name: Churchill Films (CH)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 12

Number Of Items Placed For Evaluation During 1979-1980: 14

Composite Rating Of All Films Evaluated: 8.3

Bookings:

Maximum: 19
Average: 9.6

Screenings:

Maximum: 42
Average: 15.4

Average Number Of Evaluations Received: 6.6

Comments:

- very high composite rating for such a diverse group of films
- intended audiences about equally divided between upper elementary and junior high to adult
- most films multidisciplinary in application
- covers a great many subject areas, including (but not limited to) health, language arts, social studies, and science
- company obviously understands students and how to reach them; student reactions almost universally high, with some very powerful emotional reactions evoked
- films drew many comments; teachers reacted well, providing extensive written comments
- accuracy consistently rated high
- production quality rated good to excellent
- titles divided between curriculum-oriented and affective films
- many users comment that Churchill Films are made with students in mind

Upper 25%:

Have A Healthy Baby: Labor and Delivery
Flight Of The Gossamer Condor
Rosey Grier - The Courage To Be Me
TV - Behind The Screen

Titles Evaluated:

A.M.E.R.I.C.A.N.S.
After The "Ouch"
Birth Control, The Choices
First Aid and Safety: Poisoning
First Aid : Bleeding and Shock
Flight Of The Gossamer Condor
Have A Healthy Baby-Labor and Delivery
Less Stress
Look Before You Eat
Roundabout
Rosey Grier-The Courage To Be Me
Small Farm In America
Think Twice-They're Confusing You
TV - Behind The Screen

Special Comment: Churchill Films is one of three firms which has participated in the METRO program since its inception. This long-term commitment to evaluation is indicative of the firm's approach to production and is reflected in the success their product enjoys.

NAME OF COMPANY: Churchill Films METRO CODE: CH

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Look Before You Eat	7.4	12/27	8	R,S	e,m,j, s,se	(K-5) 6-8	4.0	3.9	3.9	7	1	8	0	8	0	4.8	3.6	Home Economics Consumer Education Health Social Studies Science Biology
CH f 238	User comments: Covers everything. Good introduction to nutrition unit. Excellent film for all students. Easy to understand, with enough depth for any level student. Enough humor. Very up-to-date. Relates to child's world of today. Relates car machinery to human machinery. Thought provoking. Very explicit. Especially effective when shown with "How to Lose Weight". **																	
Think Twice: They're Confusing You	6.3	10/4	3	S	m,s	7-8	3.7	3.3	3.7	2	0	2	0	3	0	4.0	2.8	Current Events Social Studies English
CH f 239	User comments: Very good, but too adult for this level (6th). Excellent introduction to faulty reasoning, misleading information, and lies. Effective, up-to-date examples that most H.S. students can relate to. Can be correlated with any subject where students are encouraged to think.																	
Roundabout	8.2	16/19	14	R,S,U	s,se	K-6 (7-9)	3.9	3.7	3.9	13	1	13	0	12	1	4.5	3.4	Language Arts Creative Writing Psychology /Values Social Studies Cultures Family Life Entertainment
CH f 240	User comments: Lends itself well to discussion of feelings and the rights of others. Message comes through strong. Film is rather long and rather depressing. A warm and touching film about the relationship that can develop between the old and young if allowed to. Technically excellent with great use of selective focus, focus shift, and lighting. Done without dialogue. Stimulates language. The film was good, yet it was too mature a theme for a special ed. class. **																	
TV - Behind The Screen	8.6	10/11	8	R,S,U	e,m,j, s,se	(1-2) 3-6 (7-9)	3.6	3.6	3.3	6	1	6	0	8	0	4.3	3.7	Language Arts Career Education Social Studies Entertainment Filmmaking Any Area
CH f 241	User comments: Not appropriate for primary grades. It is interesting and informative. Helps young students separate fact from fantasy. Although film was intended for young audience, it worked well with jr. high special ed. Narrator not appropriate for older students. Well rounded effort. Super effort in simplifying process for primary students. **																	
First Aid: Bleeding and Shock	8.3	9/14	6	R,S	e,m,j,s	5-8	3.8	3.6	3.6	5	0	4	0	5	0	4.5	4.0	First Aid Science Health Safety Home Economics Biology General Interest
CH f 242	User comments: Straightforward first aid film. It gives insights and suggestions on how to handle emergencies. Excellent for this grade level (5-6) only if the subject is discussed previous to the showing of the film. This film graphically demonstrates the proper steps to follow in the treatment of bleeding and shock. It is clear and realistic. **																	

Explanation of code:

rating: 1-----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation

** - student comments available

NAME OF COMPANY: Churchill Films METRO CODE: CH

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy (max. 4.0)	Production quality (max. 4.0)	Content selection (max. 4.0)	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives max. 5.0	Student interface max. 4.0	Possible application in
	max. 10.0	S																
After the "Ouch"	9.3	5/8	4	R,S	e,m	2-8	4.0	4.0	4.0	4	0	3	0	3	0	5.0	4.0	First Aid Health Science Hygiene Safety
User comments: Excellent first aid film for kids, all common accidents every kid has. **																		
CH f 243																		
Less Stress	9.0	7/15	4	R,S	m,j	4-7 (8-12)	3.5	3.8	3.8	4	0	4	0	4	0	4.5	3.8	Behavioral Science Psychology Health Guidance Language Arts Social Studies
User comments: Excellent film - deals with real life problems of upper elementary and jr. high students.																		
CH f 244																		
AMERICANS	6.0	6/6	5	R,S	e,m	(K-3) 4-6 (7-9)	3.6	3.4	3.2	3	2	4	1	3	2	3.6	2.9	Social Studies Guidance Sociology Values Clarification Human Relations
User comments: Good for teaching the concept of Americanism and the melting pot. Students were able to see their own prejudices when they heard them discussed in the film. Excellent starting point for discussion of prejudice. The fact that the film is made up of only their peers makes it easier for																		
CH f 245																		
User comments: student viewers to identify with the children in the film. The opportunity for dramatized incidents was always there, but never used. **																		
First Aid and Safety: Poisoning	8.3	6/4	3	R	e,j	4-8	4.0	4.0	4.0	3	0	3	0	3	0	5.0	4.0	Health Science First Aid
User comments: Excellent - emotional impact. **																		
CH f 246																		
(The) Small Farm in America	*9.0	4/1	1	S	J	8-a	4.0	4.0	4.0	1	0	1	0	1	0	4.0	3.3	Social Studies
User comments																		
CH f 247																		
Rosey Grier-The Courage To Be Me	8.5	15/17	9	R,S	e,j,s, se,a	6-a (4-5)	3.7	3.8	3.9	8	0	8	0	7	0	4.6	3.5	Guidance Values / Biography U.S. History Race Relationships Sociology Psychology /Reading Leadership All Areas
User comments: Retells the story of a person helping himself. Transition from athlete to leader. Very good film. Excellent film depicting one person's struggle to overcome adverse forces -poverty, educational handicaps, shyness, disappointments, loss - and rise above these conditions to achieve a personal																		
CH f 248																		

Explanation of code:

rating: |----------| 0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** -student comments available

NAME OF COMPANY: Churchill Films METRO CODE: CH

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: goal. The main theme is: you can't fail if you don't quit. Great role model for any student.																	
Flight of the Gossamer Condor CH f 249	9.1	19/42	14	R,S	e,m,j,s	7-a (4-6)	3.8	3.8	3.7	12	0	11	1	13	0	4.6	3.8	Reading Science History Language Physics Career Education Goal Setting Social Studies
	User comments: Film should teach everyone a new meaning of the words patience and persistance. This film has great historical value. It documents the first really successful man-powered flying craft - now in the Smithsonian. Very well done film; could be used from all grade levels from 5th on. **																	
Birth Control: The Choices CH f 250	8.6	8/19	7	R,S,U	e,c,t	9-a (7-8)	4.0	4.0	4.0	5	2	6	0	6	0	4.9	4.0	Biology Sex Education Family Life /Health Anatomy and Physiology Child Development Planned Parenthood Classes
	User comments: Clear, non-biased explanation of different forms of contraceptives. Good use of real people and diagrams. Having actual people telling about what works for them and what doesn't. It was personal.																	
Have a Healthy Baby: Labor and Delivery CH f 251	9.7	8/18	6	R,S	j,s,t	10-a (9)	4.0	3.8	4.0	6	0	6	0	6	0	5.0	3.8	Biology Human Physiology Child Development Science Family Life Childbirth Classes Home Economics
	User comments: Very carefully done and very concise. Five of my students cried! Excellent! I feel this is far better than any films on labor and delivery I've seen yet. Clear and up-to-date. Fine film. **																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: [illegible]0 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: T.V. Behind The Screen (CH f 241)

Distributor: Churchill Films

Grade level: Rural area, elementary school, Grade 5

Subject taught: Self-contained

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

To demonstrate the effort needed for TV production
To show various occupations involved

Teacher comments:

Well rounded effort - general information of all aspects of production of a T.V. show. Some details of each job.

Super effort in simplifying process for primary children.

Student comments: *(all sic)*

- The film showed me that what they do is not always what they do.
- The slow motion camera made the scene look different.
- There are many steps to a movie.
- It is hard making a T.V. show.
- When a super hero jumps over a fence and it is high they really don't jump high.
- When they jump over a fence they landed on a mattress.
- I bet it is hard work to make a movie.

SUMMARY SHEET

Company Name: Coronet (CO) (see also: Coronet/Perspective Collection)

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 6

Number Of Items Placed For Evaluation During 1979-1980: 50 (plus 12 in Perspective section)*

Composite Rating Of All Films Evaluated: 8.07

Bookings:

Maximum: 20
Average: 12.0

Screenings:

Maximum: 40
Average: 15.4

Average Number Of Evaluations Received: 7.4

Comments:

Note: The Coronet films placed for evaluation are divided into two categories: the basic Coronet collection, referred to on this sheet, and the Perspective collection, for which data appear separately farther on in this report.

- a large company with a wide variety of product; this variety and the number of films placed for evaluation make generalities difficult
- primary target subjects seem to be science, history, literature, language arts, career education, art, and filmmaking
- films available for all audiences, kindergarten to adult
- very solid composite rating in view of the large number of films involved
- accuracy highly rated; only two titles (of 46 titles receiving 3 or more evaluations) received a score below 3.5
- production quality also uniformly high (with one exception)
- Coronet has been placing building level materials for evaluation for some years; this marks their return to placing 16mm films for evaluation

Upper 25%:

Ancient Egypt
(The) Big Dipper
Blood, Composition and Function
(The) Dinosaur Who Wondered Who He Was
Exploring Space: The Moon and How It Affects Us
Exploring Space: The Solar System
Exploring Space: The Sun and Its Energy

(contd.)

Titles Evaluated:

Ancient Egypt
Ancient Greece
Ancient Rome
Basic Job Skills-Following Instructions
Basic Job Skills-Handling Criticism
Beginning Responsibility-Taking Care of Things You Share
Bike Super Stars
Big Dipper
Bionics
Blood-Composition and Function
Cell-Structural Unit Of Life
Climates Of The United States
Colonial Life In New England
Colonial Life In The Middle Colonies
Colonial Life In The South
Consumer Skills-Budgeting Your Money
Consumer Skills-Buying On Credit
(The) Dinosaur Who Wondered Who He Was

(contd.)

*(Includes 2 series, 1 of 3 films, 1 of 5 films, and 4 revised editions of older titles)

Upper 25% continued:

Gilly, The Salamander
(The) Middle East: Mosaic Of People
(The) Middle East: Oil and Sudden Wealth
Our Animal Neighbors

Titles Evaluated continued:

Exploring Space: Beyond Our Solar System
Exploring Space: How Astronomers Study
Exploring Space: The Moon and How It Affects Us
Exploring Space: The Solar System
Exploring Space: The Sun and Its Energy
(The) Eye - An Inside Story
Fungi - One Hundred Thousand
Gilly, The Salamander
(The) Heart - An Inside Story
John Smith - I Remember Jamestown
Life At Salt Point
Life In Lost Creek
(The) Lungs - An Inside Story
Mark Twain - Background For His Works
Medieval Society - The Nobility
Medieval Society - The Villagers
Mermaid Princess
(The) Middle East: Mosaic Of Peoples
(The) Middle East: Oil and Sudden Wealth
Nature Of Live: Cells, Tissues, and Organs
New England - Background Of Literature
Our Animal Neighbors
Panama Canal
Pendulum
Physical Changes All About Us
Plants and Animals Share Space and Food
Rise Of Nations In Europe
Seeds Grow Into Plants
Signals For Sense
Simple Organisms - Bacteria
Today's Culture - Options After High School
Water - Fluid For Life

NAME OF COMPANY: Coronet

METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Our Animal Neighbors	9.3	16/11	8	R,S,U	e,pa	K-5 (6)	4.0	4.0	4.0	4	2	7	0	7	0	5.0	4.0	Science Language Arts Ecology Reading Art
	User comments: The film is both delightful and educational. My reading students surprised me with their use of superlatives. A great intro to animals, where their homes are found, their babies and how they protect themselves from the other animals.																	
CO f 239																		
Ancient Greece	7.9	17/14	7	R,S,U	m,j,s, se	(5) 6-12 (a)	3.6	3.4	3.4	4	3	7	0	6	0	3.8	2.7	Social Studies Western Civilization Art Appreciation Literature Crafts Architecture
	User comments: I had been studying Greece and ancient Greeks and Romans so the children were familiar with eras and terms. Without this knowledge the film would have moved too fast. Tries to do so much in 9½ min. It is perhaps one of the best background and intro films I have yet seen. The Greek achievement is portrayed as one, not segments. **																	
CO f 272																		
Ancient Rome	8.9	11/4	4	R,S	s,c	4-8 (9-a)	4.0	3.5	3.8	4	0	4	0	4	0	3.9	3.0	History Archeology Sociology Social Studies
	User comments: Useful for preliminary activities for study of Rome - excellent concepts development. An excellent overview of Roman civilization. It correlates well with the parts of culture.																	
CO f 276																		
(The) Cell - Structural Unit of Life	7.3	16/31	10	R,S,U	j,s,pa	(1-6) 7-a	3.3	3.6	3.3	4	5	6	3	6	4	3.6	2.8	Science Cells Microscopes Biology Botany Zoology Life Sciences
	User comments: Good section on use of microscope. Very good microscopy shots but microscopic technique is not correct. It was a good introduction to the plant cell. Superb photomicroscopy, but level of academia of sound track seemed directed at about grade three.																	
CO f 638																		
(The) Panama Canal	8.4	5/9	4	R,S	s,c,j, pa	5-a	3.8	3.8	3.8	2	2	4	0	3	0	4.3	3.5	Social Studies Current Events Science
	User comments: Time lapse photography a big help. **																	
CO f 812																		
Signals for Sense	8.5	12/4	4	R,S	e	2-4 (K-1)	3.8	3.8	3.8	3	1	3	1	4	0	3.9	3.7	Language Skills Writing Reading Literature Grammar
	User comments: Excellent to help children see the importance of punctuation marks and how they are used. Great for enhancing writing skills. Use at beginning of year for slow students. **																	
CO f 814																		
Beginning Responsibility Taking Care of Things You Share	9.0	9/10	7	R,S	e,pa,se	K-3 (4-6)	3.9	3.9	3.9	6	1	7	0	7	0	4.6	3.6	Language Arts Social Studies Reading Family Life Guidance Language Development
	User comments: Very good way to get the message across. This is the first film I've had that deals with this specific area. It is excellent.																	
CO f 815																		

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Bike Super Stars	8.9	11/5	5	R,S	e,m,se	(K-1) 2-4 (7)	4.0	4.0	4.0	4	1	5	0	4	0	4.1	3.8	Science Social Studies Bicycle Safety Recreation
CO f 816	User comments: Younger students tended to think potential accidents were numerous.																	
Mark Twain - Background for His Works	7.5	9/8	4	S	m,j,s	6-a	3.8	3.8	3.3	2	2	4	0	3	1	4.0	3.3	English History
CO f 817	User comments: An excellent introduction to Mark Twain's works. Should be supplemented with information on life in Connecticut. The use of actual film and excellent pictures of actual places helped make this both enjoyable and useful. This is especially good as it can be used at various levels. For a 13½ min. film this is well done. This one condenses and captures the																	
	User comments: important facts.																	
New England: Background of Literature	6.9	9/9	5	R,S,U	j,s,se	8-12 (a)	3.6	3.4	3.0	4	2	5	0	4	2	3.1	3.3	English American Literature
CO f 818	User comments: Might be used as a cumulative or culmination lesson. However, it is a very cursory consideration of each author and his books. It does not really make the point it claims to. Good definition of transcendentalism. Fine for introduction to a writer such as Thoreau. **																	
(The) Dinosaur Who Wondered Who He Was	8.5	20/34	15	R,S	e,se	K-3 (4-5)	3.9	3.8	3.9	10	5	16	0	15	1	4.5	3.6	Values / Science Language Arts Literature /Art Creative Writing Reading Prehistoric Life Children's Stories
CO f 819	User comments: A story for young audiences which has a moral and which also provides valuable information about dinosaurs. Easily holds student interest. The kids really loved it and enjoyed being introduced to a new dinosaur in a different but cute way. **																	
Gilly, The Salamander	9.3	12/15	9	R,S	e,se	K-3 (4-6)	4.0	4.0	4.0	6	3	8	1	9	0	4.6	3.9	Science Language Arts Values Social Studies Family Life Nature Studies
CO f 820	User comments Excellent for spring-time (April) science lessons. Excellent. Children talked a great deal about it later. Great for science and self-image. Super film in relating real life event in story form that children can relate to. Great for relating to be happy with what you are. **																	
(The) Mermaid Princess	8.6	14/14	8	R,S	e,pa,se	K-3 (4-6)	3.6	4.0	3.6	6	0	6	0	7	0	4.7	3.5	Language Arts Literature Human Relationships Creative Writing Reading
CO f 821	User comments: Children requested to see this film again. Beautiful was most often used word. Youngsters were very caught up and absorbed in the story. **																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** -student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Big Dipper	9.5	14/17	11	R,S	e	K-3 (4-6)	4.0	3.9	3.9	10	0	10	0	10	0	4.6	3.7	Science Language Arts Reading Creative Writing Feelings
CO f 822	User comments: Good moral teaching tool. Excellent motivation for writing. It is a fine "creative" film, with many lessons to be derived. Excellent for 3rd grade level. Very motivating.																	
Seeds Grow Into Plants	7.1	14/12	9	R,S	e,se	K-4 (5-6)	3.8	3.6	3.6	0	8	9	0	7	2	4.5	2.9	Science Language
CO f 823	User comments: Speaker (child) very hard to understand. Youngsters found it extremely interesting. Good content. It was somewhat simple in content, but interesting in photography, especially time-lapse photography of the lima bean.																	
Plants and Animals Share Space and Food	7.6	10/8	6	S	e,pa	(K-1) 3-6	3.7	3.7	3.5	4	1	5	1	5	1	3.8	3.3	Science Reading
CO f 824	User comments: Excellent film for children to show relationship between plants and animals. Film is rather basic and is more suitable for lower grades.																**	
Climates of the U.S.	7.3	10/15	8	R,S	m,j,s,a	4-9 (10-12)	3.8	3.5	3.6	4	3	7	0	7	1	3.8	3.5	Science Geography Meteorology Ecology
CO f 825	User comments: A clear, simple description with illustrations of the types of climate we experience in the U.S. Good visualization.																	
Life in Lost Creek	8.6	11/11	6	S,U	j	6-a	4.0	4.0	3.8	3	2	5	0	4	1	4.2	3.5	Biology Ecology Conservation Science
CO f 826	User comments: Excellent underwater scenes - but a little too fast paced. Very interesting film. Film presents good information in interesting manner. Variety of life forms and their adaptability - survival patterns are shown. Good film for ecology.																	
Life at Salt Point	8.1	11/10	7	S,R,U	m,j,pa	(5-6) 7-a	4.0	4.0	4.0	4	2	7	0	6	1	3.6	4.0	Biology General Science Ecology Zoology Oceanography
CO f 827	User comments Excellent photography on marine biology. Holds students' interest. A good beginning to a salt water unit. This serves as an excellent introduction to the various, interdependent ecosystems of the Pacific Ocean.																**	
Water: Fluid For Life	7.5	14/29	10	R,S,U	m,j,s,p	(5-6) 7-a	3.5	3.9	3.5	8	2	9	1	9	1	4.0	3.6	Science Ecology Biology Chemistry
CO f 828	User comments: Succinct; good photography and content; good film for spring (i.e., insect larvae, salamanders, etc.). This film contains good detail but did not really capture the interest of my 7th graders. Too much evolutionary bias. They speak of a theory as if it was concrete, provable fact.																**	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of Schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Physical Changes All About Us	6.4	11/13	8	R,S	e,m,j,s	(K-3) 4-6 (7-8)	3.9	3.9	3.9	4	3	5	1	6	1	3.6	2.8	Science Physics
CO f 829	User comments: Fits in great with our science curriculum! Up-to-date. For low achievers, grade 8, very good. Very good as an introduction to the Physical Sciences world around us, for the 4th, 5th and 6th grade levels. May not be suitable for junior high level, more elementary.																	
Fungi: The One Hundred Thousand	8.2	8/17	5	R,S	m,j,s	(6-7) 8-12	3.8	4.0	3.8	3	2	3	1	5	0	4.4	3.2	Biology Life Sciences Home Economics - Food Classes Ecology Botany
CO f 830	User comments: Excellent photography.																	
Simple Organisms: Bacteria	7.0	17/27	11	R,S	e,m,j,s	7-a	3.8	3.6	3.6	4	6	6	4	8	4	4.1	3.0	Biology Bacteriology Science Home Economics Health Art Pathology
CO f 831	User comments: Film traces the life cycle and characteristics of bacteria. Shows growth and destruction of good and harmful bacteria. Rather outdated. Film should be revised. Excellent film for introductory biology. This film is informative, but does not stimulate 7th graders. Good film to review bacteria, after some background material is presented. **																	
Nature of Life - Cells, Tissues, And Organs	8.3	14/17	7	R,S,U	e,j,ps	(5-6) 7-12 (a)	3.9	4.0	3.9	6	1	7	0	6	1	4.3	3.6	Biology Human Body Science Zoology Botany Creative Writing
CO f 832	User comments: This film describes the basic differences in structure between animal and plant cells. Excellent description of cell division and differentiation; shows how organisms develop from one cell. Excellent movie. Some parts might be too advanced for my age level (5-6th grade). Great photography. Very vocabulary oriented, but excellent visuals.																	
(The) Heart: An Inside Story	8.2	16/21	11	R,S,U	e,m,j, as	(4-5) 6-12 (a)	3.9	3.8	3.7	7	3	7	3	10	1	4.5	3.8	Social Studies Science Biology Health Human or Animal Physiology Physical Education
CO f 833	User comments: Fine film - very informative and good photography. Good for upper elementary school or junior high. Excellent film - I wish it was in more detail. Good for introduction as well as reinforcement of curriculum. Followed by good questions and discussion.																	
Blood - Composition and Functions	9.0	15/29	10	S,U	m,j,s, as	(5-7) 8-a	3.9	3.9	3.8	7	3	7	2	8	0	4.8	3.5	Science Anatomy Physiology Health
CO f 834	User comments Excellent film and very informative. Gives graphic illustration of cellular components of blood and blood plasma. Excellent photography. (Students) amazed by what's in their blood. Excellent photography and narration.																	
(The) Lungs: An Inside Story	8.4	13/11	7	R,S	e,m,s	5-12 (a)	4.0	3.9	3.9	4	2	6	0	6	0	4.1	3.4	Biology Anatomy Physiology Science
CO f 835	User comments: Difficult for my grade level (5th). Good visual representation of lungs which we have studied from books.																	

explanation of code:

rating: |----------|0
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings / $	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ $					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Eye: An Inside Story	8.0	12/10	6	R,S,U	e,j,s, t,se	(5-6) 7-12	3.8	3.8	3.7	4	2	3	1	5	0	4.8	3.3	Science Biology
CO # 836	User comments: The film was somewhat interesting, but probably too technical for my 9-12 year olds (spec. ed.). Excellent photography.																	
Bionics	6.7	13/10	7	R,S	e,j,s	(5-6) 7-a	2.7	3.2	3.0	5	2	6	1	3	1	3.8	3.5	Science Sociology Biology Physiology Ethics English Composition Writing
CO # 837	User comments: Excellent film for stimulating discussion about morality of genetic exploration. What a subject! But, such a boring film. Great sound track. ••																	
Exploring Space: How Astronomers Study the Universe	8.0	16/15	6	S,U	e,j,s,t	(4-8) 9-12 (a)	3.8	3.8	3.7	4	2	6	0	5	1	4.0	3.2	Science Astronomy
CO # 838	User comments: Good film; explains the tools of the astronomer. This film is highly technical and should be used only for students who show a keen interest in astronomical instruments. ••																	
Exploring Space: The Moon and How It Affects Us	9.0	15/23	11	R,S,U	e,m,j,s	(3-6) 7-a	3.8	3.9	3.8	8	3	11	0	11	0	4.7	3.5	Astronomy Science Career Education Earth Science
CO # 839	User comments: The film shows footage taken during the last Apollo flight to the moon. Excellent for moon study and fair on (how) moon affects earth. Great photographs. Terrific film that captured the attention of my students. Excellent information and photography. Dialogue was simple and well																	
	User comments: explained. Film does not go into quite enough detail on how (the means) of reaching the moon. ••																	
Exploring Space: The Sun and Its Energy	8.0	15/26	12	R,S	e,m,j, se	3-8 (9-a)	3.7	3.8	3.5	6	5	9	0	7	4	3.8	3.3	Science Ecology Language Arts Entertainment Geography
CO # 840	User comments Very important film - up to the minute concerning solar energy. This series of science films is excellent. Few new facts were given. Photographs of the sun were excellent. Way in which it was presented was a bit elementary. Good film in content and time span coverage for																	
	User comments: elementary. I think it is too elementary for the 9th grade and most 8th graders. ••																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
•• - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Exploring Space: The Solar System	8.0	17/21	12	R,S	e,m,j, se	(3) 4-8 (9-a)	3.9	4.0	3.7	5	4	8	2	7	2	4.1	3.3	Science Math Social Studies
CO f 841	User comments: Very well done but boring to our students. Excellent for study of planets. My basic aim is to get across the idea of the vastness of space. This was a great object lesson. Elementary in its explanation, but still very informative for junior high. **																	
Exploring Space: Beyond The Solar System	7.9	15/40	12	R,S	m,j,s, se	(4-6) 7-a	3.7	3.3	3.3	6	5	11	0	10	0	4.0	3.0	Science Astronomy History
CO f 842	User comments: Good up-to-date film. Briefly covers. Very good film to explain the geography of the universe. Well done for short film. Visually pleasing. Great deal of information given in 12½ minutes. Stimulated many questions.																	
Ancient Egypt	8.0	15/19	10	R,S	e,m,s	(3) 4-12 (a)	3.9	3.7	3.7	6	3	9	0	9	0	4.3	3.8	History Social Studies Architecture Western Civilization Art / Reading Archeology Current Events
CO f 843	User comments: This film is a valuable introduction to and overview of Egypt in ancient times. Good summary of Egyptian art and contribution to civilization. Historic information "beyond" my 4th graders, but visual information is good as overall view. **																	
Medieval Society: The Nobility	8.7	9/6	5	R,S	m,s	6-a	4.0	3.6	3.8	4	1	4	1	4	1	4.6	3.4	Western Civilization World History Social Studies English Medieval History
CO f 844	User comments: "The Nobility" is far too brief and only shows a banquet scene which is too narrow a perspective for showing life. Excellent overview of life and homes of medieval nobility. Used as a follow-up to give clearer picture. Excellent - shows relationship of nobility to other members of feudal society. **																	
Medieval Society: The Villagers	8.5	8/6	4	R,S	m,s	6-a	3.8	3.8	3.5	2	2	3	1	3	1	4.3	3.4	Western Civilization Medieval Life Social Studies History English
CO f 845	User comments: Excellent film - shows order in medieval society - each person's place and job. At times, "The Villagers" is hard to understand because of the accents of the actors.																	
(The) Rise of Nations in Europe	8.0	6/7	4	R,S	e,m,s	6-9 (10-a)	3.8	4.0	3.4	1	2	3	0	2	0	4.4	3.0	Literature European History Middle Ages Social Studies
CO f 846	User comments Concise sequence of events of this period. Good for a wrap-up of feudalism and introduction to nationalism. **																	
John Smith: I Remember Jamestown	7.2	13/18	10	R,S	m,e,j, s,p	(4) 5-9 (10-11)	3.4	3.4	3.3	5	3	7	1	6	3	4.1	2.9	Social Studies American History
CO f 847	User comments: A little wordy. Great! Film is for reinforcement after something has been learned of Smith and Jamestown. No action here: like a trip through a museum.																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Colonial Life in New England CO F 848	7.9	17/13	11	S	e,m,pa	(3) 4-6 (7-a)	3.7	3.6	3.6	11	0	10	0	10	0	4.5	3.5	History Language Social Studies American History
	User comments: Very easy for students to understand due to it being described through the eyes of a child. Excellent film.																	
Colonial Life in the Middle Colonies CO F 849	7.6	16/16	9	S	e,j,s, pa	(3) 4-6 (7-a)	3.9	3.9	3.8	5	3	9	0	8	0	4.0	3.0 **	Social Studies Language Reading Colonial America U.S. History
	User comments: This film gives a good idea of life in the middle colonies by telling a story - not in dull, factual form. Pretty film to watch.																	
Colonial Life in the South CO F 850	7.6	16/15	8	S	e,m,j,s	(3-6) 7-9 (10-a)	4.0	3.8	3.9	5	3	6	1	6	1	4.3	3.2	U.S. History Social Studies
	User comments: A good depiction of dress, manner and life of Early America. Excellent for the junior high level.																	
(The) Middle East: Mosaic of People CO F 851	8.7	16/30	13	R,S	m,j,s, pa,pr	(4-6) 7-a	3.6	3.7	3.8	8	4	10	3	12	1	4.4	3.4	Current World Affairs Religion / Art Social Studies World Cultures Geography Special Education Sociology
	User comments: Excellent overview of the Middle East people - their culture and religions. Excellent film for introduction to unit on Middle East. Pool of students showed a very positive feeling about this film.																	
Consumer Skills - Budgeting Your Money CO F 852	*8.8	6/4	2	R,S	s	(7-10 a	3.0	3.5	3.5	1	1	1	1	2	0	4.5	3.5	Economics Business
	User comments:																	
Consumer Skills - Buying on Credit CO F 853	6.9	9/7	4	R,S	e,j,s	7-a	4.0	3.5	3.5	1	3	2	1	3	1	4.0	3.3	Economics Social Studies
	User comments The three people using credit were not easy to identify with.																	
Basic Job Skills: Handling Criticism CO F 854	7.5	5/6	4	S,U	e,j,s, se,s	(4-6) 7-a	4.0	3.4	3.5	4	0	4	0	3	1	3.9	3.2	Vocational Skills Social Skills Affective Education All Areas Guidance Career Education
	User comments: Good, simple studio format - easy to understand. Could be used with a very wide variety of students. Can be used with any discipline.																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Basic Job Skills: Following Instructions CO f 855	*6.0	3/2	1	S	j,se	8-12	3.0	3.0	2.0	0	1	-	-	1	0	4.0	3.0	Career Education Guidance Special Education
User comments: Film was a bit too career oriented for my students, but still worthwhile. Easy to use for discussion. Very simple to follow.																		
Today's Culture: Options After High School CO f 856	*5.0	3/1	1	S	j,se	11-12	4.0	3.0	3.0	-	-	-	-	-	-	1.0		
User comments: This film was a bit too advanced for my age group (8-9 spec. ed.). Also, the "options" were for students who had their act together.																		
Pendulum CO f 857	*6.3	2/3	2	S	s	8-a	3.0	3.0	2.5	2	0	1	0	1	1	1.5	1.0	
User comments: The film which centered upon a Vermont school district (and conflicting values between students, Board members and townspeople when one teacher was being dismissed) turned out to be too complex for the students. A second screening with an honors history class proved more productive. Film made by students. Does not offer solution; leaves viewer to decide what, if any, answer there is. Captures real emotion. Thought-provoking.																		
(The) Middle East - Oil and Sudden Wealth CO f 870	8.7	14/30	11	R,S,U	j,s,pa,se	(4-6) 7-12 (a)	3.8	3.6	3.7	3	7	8	2	8	1	4.6	3.2	Current Affairs World History Social Studies Middle East World Cultures Economics Geography Special Education Sociology
User comments: Fairly narrated. Excellent presentation of modern Saudi Arabia. An excellent up-to-date film. Good photography. Talks about changes. Oil brings needed skilled immigrants. Wealth spent on public services.																		
User comments																		
User comments:																		

Explanation of code:

rating: |----------| 10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Gilly The Salamander (CO f 820)

Distributor: Coronet

Grade level: Rural area, elementary school, Grade 3

Subject taught: Science

Order of use: Prediscuss, Screen, Postdiscuss

Purpose of showing film:

Reinforce value of being happy being what you are

Teacher comments:

Super film in relating real life event in story form that children can relate to. Great for relating to be happy with what you are.

Student comments: (*all sic*)

- I liked the film because it showed me that what you are is what you are so when and if people laugh just ignore them.
- It told me not to make fun of people.
- It is important to know what you are.
- You always don't have to be the same as your friends.
- This movie told me that you cant be everything.
- When you don't know what you are find someone else the same as you.

STUDENT COMMENT SAMPLING

Title of film: Our Animal Neighbors (CO f 239)

Distributor: Coronet

Grade level: Suburban area, parochial school, Grades 1 & 2

Subject taught: Science

Order of use: Screen, Postdiscuss

Purpose of showing film:

To stimulate the habits of animals
I have a unit on animals in my Science book

Teacher comments:

Student comments: (*all sic*)

- Animals have a good way to keep from danger.
- Difrent animals have other homes near ponds trees and borows and they can proetekt
- Bats bite and mice live - in trees.
- When your bord you can go and see all kinds of animals in the woods.
- If you go near a surtend kind of animal. It can hurt you!
- The animals in the forest are very smart, and our friends.

SUMMARY SHEET

Company Name: Coronet (CO) (Perspective Collection)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: Coronet, 6 years, 1st year for Perspective Collection

Number Of Items Placed For Evaluation During 1979-1980: 12

Composite Rating Of All Films Evaluated: 8.02

Bookings:

Maximum: 16 (2 titles)
Average: 9.0

Screenings:

Maximum: 26
Average: 12.1

Average Number Of Evaluations Received: 4.3

Comments:

- Perspective Collection is primarily "films as art" and the "art of film"
- primary target audience is junior high to adult, but two titles are suggested for primary level
- major subject areas are language arts, art, film study, social studies, and values
- several titles deal with difficult topics, such as death and discrimination
- despite difficult material, student reaction to most films was quite good
- most titles have multidisciplinary use
- in general, a group of films that requires sensitive handling, but which can yield excellent results when properly used in the classroom
- accuracy rated good to very good; production quality fair to very good

Upper 25%:

(The) Boarded Window
(The) Lost Phoebe
Soldier's Home

Titles Evaluated:

American Shoeshine
Blacksmith Workshops
(The) Boarded Window
(The) Camera
Dead River Rough Cut
(The) Edited Image
Feiz, The Last Expert
(The) Lost Phoebe
Mysto The Great
Red Ball Express
Soldier's Home
This Train

NAME OF COMPANY: Coronet (Perspective Collection-pc) METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings / evaluations	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
This Train	4.1	7/11	4	S	e,s,se	K-2 (9-12)	4.0	3.3	3.0	1	2	2	1	2	2	2.8	1.5	Vocal Music Visual Arts Transportation Film Study ("How Not To Do It")
(pc)	User comments: Used film as an example of folk song. Very short. Hard to believe, but this takes a "classic" song, a legendary blues man, and the romantic lure of the railroad and comes up...DULL.																	
CO f 858																		
Red Ball Express	6.3	16/11	8	R,S	e,s,se	K-3 (4-6) (7-8)	3.4	3.8	3.0	3	4	8	0	5	2	3.4	3.3	Music / Art Social Studies Creative Filmmaking Film Appreciation Beginning Reading
(pc)	User comments: Cute little film about trains - good follow-up to a serious lesson - very light. Stimulates language.																**	
CO f 859																		
(The) Boarded Window	8.4	16/26	11	R,S,U	m,j,s,se,t	(7-8) 9-a	3.9	3.7	3.8	10	0	10	0	10	0	4.3	3.7	English Short Story Social Sciences Composition Psychology
(pc)	User comments: Technically well done. Shocking! Not for little kids. Very well done. Music eerie. Effective adaptation of short story selection. It is intriguing and will hold audience attention with its chilling end. Several short story techniques are illustrated by the film. Good for comparison of two forms of story. Interesting characterizations.																**	
CO f 860																		
Blacksmith Workshops	9.0	3/11	3	R,S,U	j,s,e,se	(4-6) 7-a	3.7	4.0	3.7	1	1	3	0	3	0	5.0	3.3	Art History Social Studies Industrial Arts
(pc)	User comments: It not only shows techniques of blacksmithing, but gives a feeling for the craft, as a medium and as a useful skill. I feel this film has given a good introduction to the art of blacksmithing.																	
CO f 861																		
Faiz, The Last Expert	*8.0	2/2	1	S	s	6-a	4.0	3.0	4.0	1	0	1	0	1	0	5.0	-	Sociology Social Studies Economy Family Studies European Studies World Cultures Composition
(pc)	User comments: A sad little film about a victim of the 20th century and "progress" in eastern Europe. Provided discussion as well as subject for a paragraph. Student response good.																	
CO f 862																		
(The) Lost Phoebe	8.8	8/9	4	R,S,U	j,s	6-a	3.7	3.8	3.5	4	0	4	0	4	0	4.5	3.4	Language Arts Social Studies English Psychology Family Life Values Clarification
(pc)	User comments This film was a realistic view of an older man being unable to face the death of his long loved wife. It shows his reaction to this death. It is a rather sad, depressing film, but well done.																**	
CO f 863																		
Mysto The Great	*8.0	6/3	2	S	j,s,se	7-a	3.5	3.5	3.5	2	0	2	0	2	0	5.0	3.5	Death and Dying Guidance Values Family Relations
(pc)	User comments: The film was effective in showing how a person ages and changes. It showed Mysto was young once too and still had vivid memories of what it was like. Although this seems trite, and is not the main idea of the movie, it was what these special ed. students picked up on.																	
CO f 864																		

Explanation of code:

rating: |----------|0
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Coronet (Perspective Collection-pc) METRO CODE: CO

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Dead River Rough Cut (pc) CO f 865	7.8	11/9	5	R,S,U	j,s,t	(6) 7-a	3.4	3.4	3.4	4	1	5	0	5	0	4.4	3.6	Ecology Social Studies Science Geography Guidance
	User comments: This film is the story of two men who have given up the creature comforts and stresses of modern life in order to live in harmony with nature. They are self-sufficient and very independent individuals who are trying to find their own inner peace. **																	
American Shoeshine (pc) CO f 866	*6.5	4/3	2	S	s,m,j	(6-9) (11-a)	4.0	3.5	3.0	2	0	1	1	1	1	3.0	2.3	American (20th Century) History Sociology Affective Career Education Film Study Literature
	User comments: Bootblacks were looked down upon by white society -example, there are no white bootblacks in this picture. This film can be used to show past discrimination. Much too long, 10-12 minutes would hold interest; beyond that, boredom. Too much talking, not enough action. Voices were, at times, difficult to understand. Would be better as a non-narrative film, rather than a documentary.																	
Soldier's Home (pc) CO f 867	7.8	13/16	6	R,S,U	m,s,p, ss	8-a	3.5	3.2	3.0	5	-	6	0	4	0	3.3	3.1	Psychology /Reading Modern Literature Nobel Prize Authors War Literature Social Studies Language Arts Short Story 20th Century History
	User comments: An almost literal rendition of Hemingway's short story. It is especially effective in conveying the spirit of frustration Hemingwey portrayed in most of his works. Students were especially enthusiastic in their discussion of it, noting feelings, types of characters, themes they observed in other Hemingway works they're reading. Perfect complement to curriculum including Hemingway. Introduction adds very little, yet set a stuffy tone. Story is basically that of an internal conflict and not at all cinematic in structure or content. **																	
(The) Camera (pc) CO f 868	9.3	15/4	3	R,S	m,s	(8-9) 10-a	3.0	3.0	3.0	2	-	2	1	2	0	4.3	3.3	Art Film Study Creative Film-making
	User comments It would be ideal to show the various parts of this series. Excerpts shown are too sophisticated for the average viewer. But the general point, camera work, is presented simply.																	
(The) Edited Image (pc) CO f 869	*10.0	7/2	2	S	s	9-a	3.5	3.5	3.5	2	0	2	0	2	0	5.0	4.0	Psychology Writing Propaganda
	User comments: Excellent for a film class.																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Soldier's Home (CO f 867)

Distributor: Coronet

Grade level: Urban area, technical school, Grade 11

Subject taught: English

Order of use:

Purpose of showing film:

Teacher comments:

Correlation with curriculum good, as were authenticity and accuracy of information, and technical quality

Student comments: (*all sic*)

- War changes people, in there thoughts and in there actions.
- Everybody is pushing him around and forcing him to do things which he don't want to do. He just wants to come home and live a normal life like nothing ever happenned.
- I think it was a true acctivity of what happens to solders after war, like Vietnam all the soldiers were mental when they came out.
- This film says that the war can mess up your mind so bad that when you get out, its the only thing you can think of.
- War is mind twisting and frightining only to those who serve in it.
- All I could see is that he was changed, but nobody wanted him to be.

SUMMARY SHEET

BUILDING LEVEL MATERIALS

Company Name: Coronet (CO)

Number Of Years Depositing Media For Evaluation: 6

Number Of Items Placed For Evaluation During 1979-1980: 12 kits, 1 cassette

Production Quality: Good

Packaging Qualities:

Durability Of Container: Below average; frequently causing trouble in keeping content organized

Attractiveness Of Package: Generally colorful, but inconsistent

Leader's Guide: Helpful when available, but not supplied with all items

Comments:

- strong showing overall, particular success at the primary level
- general product improving, with greater attention to production quality and a more diverse range of subject matter
- packaging, though colorful, needs more attention -- materials do not stay in place in container -- only color coding (e.g., yellow filmstrip container, yellow cassette label) permits quick selection of proper items

Worthy Of Note:

Color Creatures
Troll Tales Of Tumble Town

Titles Evaluated:

Advertising Messages and You
American Folklore
American Revolution-Roots Of Rebellion
Blue Hotel
Color Creatures
Conversations With Global Explorers (cassette)
Industrial Revolution In America
Jobs In Printing
Knowing Me Knowing You
Mark Twain
Troll Tales Of Tumble Town
Wild Animal Families
Wise and Foolish Animals

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
(The) Blue Hotel	8.0	8	2	6-12	2	0	4.0	4.0	1	-	1	2	1	-	-	3.1	Language Arts
	User comments: A good summary of points to consider. The ending does not conform to one version of this story.																
CO k 75																	
American Revolution - Roots of Rebellion	9.0	7	2	5-8	0	2	4.0	4.0	2	1	1	2	2	2	1	3.5	Social Studies Humanities English American History (H.S.)
	User comments: Too much in one kit - great depth but it covers far too much to be used at this level (5th gr.) in a week or two (should be divided up). It relates the Revolutionary period to modern day America - relevant to students.																
CO k 91																	
Jobs in Printing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
CO k 92																	
Advertising Messages and You	8.4	10	4	5-12	2	2	3.5	3.8	4	0	0	4	2	0	0	3.5	English Language Composition Art
	User comments: No teacher's guide. Up-to-date products as examples. Fast moving: strip and dialogue. Relevant and meaningful to students.																
CO k 97																	
Color Creatures	9.2	15	6	K-1	3	3	3.7	3.8	5	1	2	6	4	3	3	3.6	Letters and Sound Recognition Affective Education Art Language Arts
	User comments: Stimulates the child. Children get involved in the series. Creative. Great response from students. Colorful. Keeps young child's interest.																
CO k 98																	
Troll Tales Of Tumble Town	9.2	17	6	1-4	3	2	4.0	3.8	3	0	2	5	4	4	2	3.8	Reading Language Arts Entertainment Science Ecology Social Living Friends
	User comments: Easy for children to understand. Told in an enjoyable way. All the trolls are great - not scary! Imaginative, colorful, good ecology messages, guidance points. Good motivational material. Good correlation to basic reading skills in pleasant format.																
CO k 99																	
Wise and Foolish Animals	10.0	8	2	K-5	1	1	4.0	4.0	2	0	1	2	1	1	1	3.6	Language Arts Values Clarification Social Studies
	User comments: Expressions, language, vocabulary, good for primary comprehension. Excellent for creative writing and inference questioning. Excellent stories and color. Humor included in teaching lessons.																
CO k 100																	

Explanation of code:
rating: 1----------10
grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Industrial Revolution in America	8.3	13	6	7-12 se	4	1	3.8	3.7	2	1	2	4	1	2	0	3.3	History Economics Social Studies Spec. Ed.
CO k 101	User comments: Vocabulary was a little too high for my students (se). Good chronological development/progression in progress from concept to concept. Music on tape occasionally drowns out speeches. Great - especially use of photos. Excellent material, but ought to be broken into small units for individual																
	User comments: school use. Up-to-date.																
Knowing Me Knowing You	8.0	6	1	K-5 se	0	1	4.0	4.0	0	0	1	1	0	0	0	3.8	Guidance
CO k 102	User comments: Integrated - realistic. Allow time to follow for discussion.																
Mark Twain	9.3	10	4	7-12	4	0	4.0	4.0	2	0	1	3	1	2	1	3.6	Reading English Literature History
CO k 103	User comments: Strength of material: pictures, materials chosen.																
American Folklore	9.3	14	4	K-5 (6-12)	3	1	4.0	4.0	4	2	1	3	1	2	1	3.7	Language Arts Social Studies English Reading
CO k 104	User comments: Very humorous! Use of dialectical language, sound effects and background music all served as attention holders. The stories are told at a "sophisticated" rather than babyish level. Excellent in pointing out exaggeration as a means of getting a point across. Excellent color; creative story-																
	User comments: telling. Good introduction to American early history.																
Wild Animal Families	8.8	13	5	K-5	2	3	4.0	4.0	3	1	3	4	4	3	2	3.7	Language Arts Social Studies Science
CO k 105	User comments: Some difficult vocabulary. Excellent pictures, interesting dialogue. Great introduction to animals to do further study. Excellent photos. This kit is too long; with many uses - should be available for <u>two</u> week period. Just short enough to sustain attention.																

Explanation of code:
rating: 1----------10
grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Coronet METRO CODE: CO

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Conversations with Global Explorers	8.1	11	5	4-5	5	0	4.0	3.8	1	0	4	4	5	3	1	3.8	Social Studies
CO c 3	User comments: Strength: its correlation to the study sheets that accompany the tapes. Good worksheets. Easy to follow guide. Instructions are clear and immediate correction is given. **																
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available

** - student comments available

STUDENT COMMENT SAMPLING

Title: Conversations With Global Explorers (CO c 3)

Distributor: Coronet

Grade level: Suburban area, elementary school, Grade 4

Subject taught: Social Studies

Teacher comments:

appropriate for grade and subject
independent use OK!

Student comments: [*all sic*]

- I liked it because you feel like your talking to who ever is talking on the tape.
- The way the maps are made is nice and clear.
- I like doing it this way because it keeps the room quiet and I can work better.
- I think the tapes were good because I think Explores are neat I liked especially the one on Marco Polo.
- I like doing it with a partner and thinking the answers out together.
- It was easy and it was very fun. It makes you feel like Marco Polo is really alive and talking to you.
- If a teacher was to read it from a book or a card she would have a sore throat from talking to the kids.
- So if you have more send to Mr. Horne's room 14.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Current Affairs (CA)

Number Of Years Depositing Media For Evaluation: 3

Number Of Items Placed For Evaluation During 1979-1980: 4 kits

Production Quality: Good, based on limited commentary

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Consistent and colorful

Leader's Guide: Supplied; careful attention given to details

Comments:

- limited data collected is insufficient to form conclusions, but company has developed a reputation for consistently well-received products

Worthy Of Note:

Adventures of Tom Sawyer

Titles Evaluated:

Adventures of Huckleberry Finn
Adventures of Tom Sawyer
China: The One-Billion Society
Fahrenheit 451

NAME OF COMPANY: Current Affairs

METRO CODE: CA

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
China: The One Billion Society CA k 58	NA	2															
	User comments:																
Adventures of Huckleberry Finn CA k 59	NA	4															
	User comments:																
Adventures of Tom Sawyer CA k 60	7.0	6	2	3-5 (6-8)	1	1	3.5	3.5	2	0	0	2	1	0	0	3.0	
	User comments: A little high in vocabulary for elementary special ed. class. Would have liked movie #1 to have shown more adventures (more of the story). Good pictures in filmstrip #1.																
Fahrenheit 451 CA k 61	NA	2															
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:

rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available

** - student comments available

SUMMARY SHEET

Company Name: Document Associates (DA)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 3

Number Of Items Placed For Evaluation During 1979-1980: 8

Composite Rating Of All Films Evaluated: 7.32

Bookings:

Maximum: 15
Average: 10.0

Screenings:

Maximum: 31
Average: 13.5

Average Number Of Evaluations Received: 4.6

Comments:

- target audience (with one exception) is junior-senior high
- subject emphasis is science, with some emphasis on sociology
- photography in natural science films received praise
- accuracy generally rated only fair
- productions rated rather low in content selection
- production quality adequate, but not exciting
- science films well used, but film on women had greatest impact on audiences and drew highest rating

Upper 25%:

Women: The Hand That Cradles The Rock
Oceans: Living In Liquid Air

Titles Evaluated:

Aging - The Search For Eternal Youth
Energy - Towards The Age Of Abundance
Habitat 2000 - Human Scale Cities
Movement - To Live Is To Move
Natural Enemies - The Deer and The Wolf
Oceans: Living In Liquid Air
Space - Life Out There
Women: The Hand That Cradles The Rock

NAME OF COMPANY: **Document Associates** METRO CODE: DA

Title and METRO code #	Composite rating	Number of boxes / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Energy: Towards the Age of Abundance DA f 40	6.3	13/13	5	R,S	e,j,s	(5-8) 9-12 (a)	3.2	3.0	3.2	3	2	4	1	4	1	2.6	2.5	Ecology Physics Geology Energy Social Studies Economics Natural Resources Science
	User comments: Film is too adult for junior high. Good description of use of fossil fuels and possible future sources of energy. Some data dated.																	
women: The Hand That Cradles the Rock DA f 41	9.3	7/6	4	S	s,a	(6-8) 9-a	3.3	2.7	3.0	4	0	3	0	4	0	5.0	4.0	Social Studies Minorities Women's Studies Current Affairs Sociology Psychology
	User comments: The students seemed to want answers - but there are none, yet. They were perplexed at the film's noncommittal attitude at the end. This film caused much controversy among both males and females in my class. It led to issues that neither group had thought of previously. Dynamic women's libera-																	
	User comments: tion film. Strong message for economic independence so that women can write their own ticket; also takes a stand vs. male psychiatrists who are not helping women to be independent and self-sufficient. **																	
Space: Life Out There DA f 42	6.8	15/31	7	R,S	s,m,j	(7) 8-a	3.7	3.3	3.0	5	2	7	0	4	3	4.0	2.1	Astronomy Earth Science Science / English Sociology Science Fiction Biology Debating Class Future Life
	User comments: It is presented in an educational, but interesting manner. It covered a lot of questions about the future life of our planet and the solar system. The movie was too advanced in theory and terminology (7th grade). Very good to begin a discussion on the possibility of space life outside the earth. Excellent photography. Vocabulary aimed at H.S. and above. Too many																	
	User comments: thoughts for one film. Too much talking and not enough action, film slow paced, better suited for adults.																	
Aging: The Search for Eternal Youth DA f 43	*9.5	8/3	1	U	s,t	9-a	4.0	4.0	4.0	1	0	1	0	1	0	5.0	-	
	User comments																	
Habitat 2000: Human Scale Cities DA f 44	6.5	11/8	4	R,S	e,j	6-a	3.0	3.0	2.8	2	2	2	1	1	2	3.8	3.0	Future Studies Sociology Population Ecology History Urbanization Architecture World Culture
	User comments: There is perhaps too much discussion by a less than stimulating speaker. The subject is vital and what the speaker says is worthwhile. I plan to use the film with grades 5 and 6 gifted. It makes a good starting point for discussion. **																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Document Associates METRO CODE: DA

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Oceans: Living in Liquid Air	7.6	9/10	6	S	e,m,s	(1-6) 7-a	3.8	3.8	3.2	4	2	6	0	6	0	4.2	4.0	Marine Biology Sociology Future Studies Chemistry Physics Oceanography Science Geography
DA f 45	User comments: Discusses man's use of oceans/various types of diving equipment. Excellent photography. Interesting concept about new environment. A thought provoker - raised issues and ideas to question and to ponder. Film doesn't explain some of ideas too well.																	
Movement: To Live is to Move	*7.5	4/2	2	R,S	e,j	K-4 (6-a)	3.5	3.5	3.3	1	1	2	0	2	0	3.8	3.4	Social Studies Science
DA f 46	User comments:																	
Natural Enemies: The Deer and the Wolf	7.4	13/13	8	R,S,U	m,j,s, p,se	(5-6) 7-a	3.6	3.5	3.1	6	2	7	1	7	1	3.8	3.2	Biology Animal Behavior Ecology Science Language Arts
DA f 47	User comments: Good nature photography.																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: |----------|0
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: The Hand That Cradles The Rock (DA f 41)

Distributor: Document Associates

Grade level: Suburban area, high school, Grades 11-12

Subject taught: Male/Female Roles

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

Demonstrate different views of women, their place in our society, and how they feel about themselves.

Teacher comments:

Student comments: (*all sic*)

- I think the film was good because it showed both sides of women and their different attitudes towards the happiness in their life.
- It also shows how men can relate to the changes of a woman. It tells you how woman aren't afriad to say what they want to be or do. It relates to the fact that a woman is someone too.
- The film told me that women feel frustrated at times even when they are seemingly happy.
- When the lady was talking about rape in marriage, seemed different to me because I would never had thought of it in that way (sexual freedom).

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Educational Dimensions Group (EDG)

Number Of Years Depositing Media For Evaluation: 4*

Number Of Items Placed For Evaluation During 1979-1980: 6 kits, 4 slide sets

Production Quality: Fair to Good

Packaging Qualities:

Durability Of Container: Average (see comment on slide packaging)

Attractiveness Of Package: Colorful and consistent (see comment on slide packaging)

Leader's Guide: Helpful when available, but not included with all items

Comments:

- slides furnished in plastic sheets, user must provide tray and transfer slides into it; slides are a difficult item to circulate due to comparative lack of available hardware in schools; packaging of this sort does not encourage use and adds to the consumer's cost
- no audio tapes to accompany slides; considered a definite negative factor
- target audiences are weighted toward upper elementary and junior high levels
- users report that this company does not respond quickly to customer requests

Worthy Of Note:

Titles Evaluated:

American Civilization Series
English Gothic Architecture
Introduction To Anatomy
King Tut's Golden Treasure
Life In Its Environment
Michelangelo: Sculpture
Rembrandt
Smoking-Science and Social Issues
Venereal Disease-Science and Social Issues
Write Like A Reporter

* Note: This company withdrew from participation effective July 1, 1980; withdrawal was not due to dissatisfaction with the METRO program, but rather a change in company personnel and policy.

NAME OF COMPANY: Educational Dimensions Group — METRO CODE: EDG

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Introduction to Anatomy	6.0	10	3	7-12	3	0	2.7	2.7	-	-	2	3	0	1	1	2.4	Science Health Biology
EDG k 103	User comments: Good diagrams of system.																
Smoking: Science and Social Issues	NA	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDG k 136	User comments: NA																
Write Like A Reporter	6.5	2	3	4-6	1	1	3.0	4.0	3	1	1	2	2	1	0	2.9	Career Education Language Composition
EDG k 137	User comments: Background emphasizes importance of researching a subject. Answer who, what, where, why, how. Very basic. Strength of material: photos, commentary focusing on specific writing. Needs to have more "how to" with example rather than just verbalizing them.																
American Civilization Series	7.0	1	1	11	1	0	4.0	3.0	1	1	0	1	0	1	0	-	Humanities U.S. History
EDG k 138	User comments: Some of the passages are too difficult for the students to understand.																
Life In Its Environment	NA	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDG k 139	User comments: NA															**	
Venereal Disease - Science and Social Issues	9.0	4	2	9	2	0	4.0	4.0	2	0	0	1	1	1	0	4.0	Biology Health Family Life
EDG k 140	User comments:															**	
King Tut's Golden Treasure	9.5	5	2	4-5	1	1	3.5	4.0	2	1	1	2	2	1	1	4.0	Art History Science Crafts
EDG s 23	User comments: Excellent photos.															**	

Explanation of code:
rating: |----------10 grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Educational Dimensions Group — METRO CODE: EDG

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study	Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0								max. 4.0	
English Gothic Architecture	NA	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDG s 24	User comments: NA															
Rembrandt	NA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDG s 25	User comments: NA															
Michelangelo: Sculpture	NA	4	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDG s 26	User comments: NA															
	User comments:															
	User comments:															
	User comments:															
	User comments:															

Explanation of code:
rating: 1----------10
grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: King Tuts Golden Treasure (EDG s 23)

Distributor: Educational Dimensions Group

Grade level: Grade 5

Subject taught: Social Studies

Teacher comments:

Appropriate for subject and grade level, although, not for independent study
excellent photos

Student comments: *(all sic)*

- ...the slides of King Tut's tomb were great and told how skillful they were.
- ...it told me alot about King Tut and burial things.
- I thought they were terrific, king tut and the tums.
- ...a lot of things were gold there and king Tut was very populer
- I thought that the slides were incredibal because of the gold.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Educational Enrichment Materials (EEM)

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 8 kits

Production Quality: Good to Excellent

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Consistent, colorful

Leader's Guide: Available; careful attention given to detail

Comments:

- company is cooperative and responsive to customer needs
- topics are timely and in high demand, products are well received
- utilization heavy, far above average -- unusual for a first-year participant
- composite ratings high (with one exception)
- materials elicited much favorable commentary from users

Worthy Of Note:

Curious George
Every Kid Is Special

Titles Evaluated:

Adventures In Libraryland
Africa - Portrait Of A Continent
China's New Look
Curious George
Every Kid Is Special
Study Skills
U.S. Government In Action
Wind In The Willows

NAME OF COMPANY: Educational Enrichment Materials — METRO CODE: EEM

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0					Or in Public Library				max. 4.0	
Adventures In Libraryland	8.0	11	5	K-5	3	1	3.4	3.6	3	-	2	4	2	1	0	3.5	Library Science
EEM k 1	User comments: Covers too much material. Can be used as a single filmstrip to reinforce library skills. This material held the interest of all of my students (gr. 4). Well presented in logical order. It used an actual library scene and books with cartoon characters for the "people" very well. It motivated them (the students) to fix up our bookshelves.																
U.S. Government in Action	7.0	2	1	5	1	0	4.0	4.0	-	-	1	1	1	1	1	-	
EEM k 2	User comments: Ten year olds don't remember Lyndon Johnson; some of the material difficult. Actual film footage in Washington - good - humor used.																
Wind in the Willows	9.0	13	9	1-8	8	1	3.9	3.8	6	1	4	9	4	4	3	3.7	Creative Writing Reading Science Literature Guidance Drama
EEM k 3	User comments: Great presentation. I attempted to read the book and could not get them interested. The filmstrip was met with great enthusiasm. Language is sometimes difficult to understand. Visuals and storyline are easy to follow and fun to watch and listen. Super! - all around - pictures, story, everything!															**	
Africa - Portrait of a Continent	8.0	19	6	7-8	6	0	4.0	4.0	2	1	2	3	1	1	0	3.0	Social Studies Geography Asian-African Studies Anthropology
EEM k 4	User comments: This kit is excellent, but there is too much to use in one week. Strength of material in simplicity of vocabulary. Flexible. Good quick look at Africa.															**	
Every Kid Is Special	9.0	16	6	1-4	3	0	4.0	4.0	0	1	3	4	3	3	1	3.4	Primary Elementary
EEM k 5	User comments: Some might want to prepare children for the identification of "Howie" with a similar child confined in a wheelchair in our own school - Clear, simple, concise, interesting. Too many topics to show in one or two weeks. Each topic should have time by itself so the children can really think about each one. Helps children to really understand.															**	
Study Skills	8.1	18	9	5-12	8	1	3.8	3.4	2	1	6	8	7	8	3	3.5	English Reading Social Studies Science Language Arts Math Foreign Languages Most subjects
EEM k 6	User comments: Excellent techniques teaching study skills. Covers material completely, in an organized fashion. Excellent analogies. Weakness of material is boring voice of speaker and that filmstrip is of illustrations vs. actual photographs. Good for introductory work, but more follow-up materials needed. Clear explanation.																
Curious George	9.3	17	8	K-4	8	0	3.8	3.9	1	0	6	4	4	6	2	3.9	Language Arts Reading Creative Writing Health Social Studies
EEM k 7	User comments: Some of the music was too loud for the voices on the tape. The love children have for George is phenomenal. Held student interest well. The narrator is excellent. Musical background is excellent - adds excitement. Good activity booklet included in kit.																

Explanation of code:
rating: 1----------10
grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Educational Enrichment Materials METRO CODE: EEM

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
China's New Look	8.2	12	5	6-12	4	0	3.8	4.0	0	0	3	4	1	1	0	-	Western Society Eastern Studies Cultural Studies Political Science Comparative Governments
EEM k 8	User comments: Factual and true in a creative way. Published in 1972, some of the information on current China is becoming dated. Strength of material in variety of subject matter; excellent photography, good script.															**	
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: |----------10 grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: Africa - Portrait Of A Continent (EEM k 4)

Distributor: Educational Enrichment Materials

Grade level: Suburban area, junior high school, Grade 7

Subject taught: Geography

Teacher comments:

Appropriate for grade level and subject
Good quick look at Africa - limited time

Student comments: *(all sic)*

- This film told me all about how they live, there education, what food they eat, their climate and all about there insects.
- ...they were very detailed, and they gave a lot of information. I learned a lot about Africa.
- They told me about the continent of Africa and the peoples way of life.
- I'd give it an A^{++}.
- I thought the movies were very well made and I learned about the religion, cultrial. If I had a chance to see them agai: I would.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: EMC Corporation (EMC)

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 2 kits

Production Quality: N/A

Packaging Qualities:

Durability Of Container: N/A

Attractiveness Of Package: N/A

Leader's Guide: N/A

Comments:

- due to limited number of items placed and the fact that one of these two kits was incomplete and could not be circulated, there are insufficient data for commentary

Worthy Of Note:

Titles Evaluated:

Career Development For Primary Grades
Many People, Many Careers

135

NAME OF COMPANY: EMC Corporation

METRO CODE: EMC

Title and METRO code #	Composite rating	Number of flaws circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Career Development For Primary Graders	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EMC k 1	User comments: Ed. Note: Due to missing parts, item never reached shelf for circulation.																
Many People Many Careers	6.7	3	2	1-5	0	2	4.0	3.0	1	0	1	2	2	0	0	3.1	Social Studies Career Education
EMC k 2	User comments: It is too much of a general overview in #1 and #2, but #3 and #4 are specific and more useful. It deals with a current obligation re: subject = career ed. and it is presented in simple terms for the young student. Too quickly covers careers. Nice initial exposure.																
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

SUMMARY SHEET

Company Name: Esmeralda Films (E)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 7

Composite Rating Of All Films Evaluated: 7.25

Bookings:

Maximum: 14
Average: 6.9

Screenings:

Maximum: 25
Average: 11.8

Average Number Of Evaluations Received: 4.4

Comments:

- utilization of most titles light; not unusual for a first-year participant
- light utilization was also based in part upon the specific target area of special education, limiting the potential for heavy usage
- target areas are health, math, special ed, psychology, and sociology
- target audiences cover all levels from primary to senior high
- films found good application in special ed classes
- two titles dealing with prejudice brought highest utilization and highest ratings
- prejudice films are strong statements; a delicate subject is handled carefully, but very openly
- accuracy rated good to excellent on all titles
- production quality good, but not outstanding
- good teachers' guides provided

Upper 25%:

Malice In Bigotland
Eyewitness

Titles Evaluated:

Circles, Squares, and You
Everyone Will Thank You
Eyewitness
Head To Toe
How Do I Look
Malice In Bigotland
(The) World Is

NAME OF COMPANY: Esmeralda Films

METRO CODE: E

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
How Do I Look	*7.0	2/2	2	S	s,se	10-a se	4.0	4.0	4.0	-	1	-	1	-	-	4.0	-	Health Hygiene Special Education
E f 1	User comments: Excellent film on basic hygiene for the mentally handicapped. Low key narration, minimal distracting music, and repetition of narration and visuals to help to insure reception of information. Study guide quite helpful, but has two weaknesses: (1) reinforcement is vital. Guide could/ should suggest other resources. (2) section on accountability is totally																	
	User comments: worthless as written....are goals, but not behavioral objectives.																	
Circles, Squares and You	6.2	8/8	4	R,S	e,se	K-2	3.8	3.3	3.0	2	2	4	0	2	2	2.5	2.8	Math Language Whole Curriculum Mainstream Classrooms Readiness
E f 2	User comments: Children may participate in showing of film - good for beginning readiness - interesting to the children. This film has been specified for special education student, yet it tries to handle too many concepts all within 15 minutes. Other concepts are inadvertently introduced. Excellent for Kindergarten level. Also very good for my first graders, as they are																	
	User comments: learning the color words and our math lessons deal with circles and squares.																	
Head To Toe	5.8	4/4	4	R,S	e,se	K-2 (3-6) (12)	3.8	3.5	3.0	3	1	4	0	4	0	3.0	2.6	Health Art Science Language Arts
E f 3	User comments: This is excellent for early primary (K-1) use. For the special ed. child this film was confusing due to its sequencing of action and its "artsy" photography. Children were able to recognize a few of the body parts shown. Excellent pictorial presentation of body parts. Simple language. written words on screen helpful. **																	
(The) World Is	*4.0	4/1	1	S	se	K	4.0	3.0	4.0	-	1	1	0	1	0	4.0	2.8	Special Education or K-2
E f 4	User comments This film was understandable to the whole group.																	
Everyone Will Thank You	*7.0	3/3	2	R	e	3-6 (4-a,se)	4.0	4.0	4.0	2	0	1	1	1	0	4.3	3.0	Special Education Parent and Teacher Sensitivity Training
E f 5	User comments: Brought out a lot of questions and good discussions from the children. I would guess that the points covered are important in Special Ed. curricula. They seem to be handled in a way which will be effective yet not offensive to student viewers. Nowhere in the guide is "spec.ed.",																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

133

NAME OF COMPANY: Esmeralda Films METRO CODE: E

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: "retarded", "handicapped", or similar terms used. Potential user could be misled.																	
Malice in Bigotland	8.6	14/25	11	R,S	j,s	(7-8) 9-a	3.8	3.9	3.6	11	0	10	0	11	0	4.5	3.9	Social Studies History Human Relations Psychology Sociology Current Events Guidance Family Life English
	User comments: I used this film after we had studied prejudice for awhile. Strong. I felt it was too much for j. h. students. Over half the footage is stiff, awkward introduction, and in-service training in discussion-leading. Junk that, and the product is good. Re-package as a 10-minute film and my opinion (overall) will soar. Greatest movie I have ever seen for use in classroom as far as appropriateness of material and student response. Students wanted to stay after school and see it again. **																	
E f 6																		
Eyewitness	8.4	13/10	7	R,S	j,s, se	7-12 (a)	3.6	3.4	3.7	6	0	6	0	5	0	4.9	3.6	Guidance Psychology/Values Clarification Social Studies Sociology Communications English/Humanities Creative Writing History/Minorities
	User comments: This is an excellent film to discuss the value of "seeing" what one's attitudes and values condition one to see about another person compared to what the person is actually all about. This is an excellent introductory film on prejudice. Kids thought the film was based on truth and could identify with it. This is a super film for lessons on stereotyped behavior. The guide has excellent questions and I strongly suggest their use in conjunction with other discussion. Captivates the audience 100%.																	
E f 7																		
	User comments																	
	User comments:																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

139

STUDENT COMMENT SAMPLING

Title of film: Malice In Bigotland (E f 6)

Distributor: Esmeralda Films

Grade level: Rural area, high school, Grades 11-12

Subject taught: English (communications)

Order of use: Prediscuss, Screen, Postdiscuss

Purpose of showing film:

We are studying barriers to communication

Teacher comments:

I used this film after we had studied prejudice for awhile. Strong. I built up to it.

Student comments: *(all sic)*

- The film showed how prejudices and stereotypes can be put on anyone, and how inane the whole process is.
- Predjudice is not good, takes a genius to figure it out.
- No matter who you are you have some kind of predudice even if you think that while someone else is making fun of people you think that your never like that.
- They tried to make it sound like it was fun but all along you realized it was currosive to humanity.
- Predujice is biulding up of anger toward one specific thing, which you or I react to.

SUMMARY SHEET

Company Name: Films, Inc. (FI)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 7

Number Of Items Placed For Evaluation During 1979-1980: 12

Composite Rating Of All Films Evaluated: 8.05

Bookings:

Maximum: 18
Average: 10.8

Screenings:

Maximum: 40
Average: 18.0

Average Number Of Evaluations Received: 7.2

Comments:

- major target areas are children's literature, social studies, history, and science
- most titles aimed at junior-senior high level, but some aimed at primary and elementary audiences
- accuracy rated good to excellent for all titles; production quality also good to excellent
- student interface varies from only fair to very good
- titles evaluated seem indicative of a comprehensive collection, with multidisciplinary films predominating
- good mix of instructional and affective productions
- utilization average to well above average on all but two films

Upper 25%:

Surrender At Appomattox
Wilbur's Story
(The) Okies - Uprooted Farmers

Titles Evaluated:

(The) Cosmic Connection
1876 - Labor and Violence
Elija
Erie War
Immigration In The 19th Century
(The) Last Ballot
(The) Okies - Uprooted Farmers
(The) Shoemaker and the Elves
Surrender At Appomattox
Wilbur's Story
Winning Isn't Everything

111

NAME OF COMPANY: Films, Inc. METRO CODE: FI

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Shoemaker and the Elves	8.1	13/16	9	R,S,U	Pre-K e,se,p	K-3 (4-e)	3.6	3.6	3.6	8	1	8	0	7	0	4.5	3.7	Children's Literature Filmmaking Animation Language Arts Recreational Values Reading
FI f 89	User comments: The mood of the film -the setting-gestures-speech - everything about the film was excellent! Cute presentation. Puppet characters very enjoyable for younger children. Excellent music, sets mood and carries thoughts - great use of few words. Shows each step in making a shoe -great! Good vocabulary. Excellent animation, especially in terms of props and sets.																	
	User comments: Done with voice-over narration, not dialogue. Shoemaker and wife have no personality; elves even less. A new sound track could make the film great.																	
Immigration in the 19th Century	*7.0	7/2	2	R	e	5-9 (9-12)	4.0	3.0	3.5	2	0	2	0	2	0	3.5	2.6	Social Studies
FI f 90	User comments: Excellent.																**	
Wilbur's Story	8.7	18/34	15	R,S	e,se	K-6	3.9	3.8	3.8	15	0	15	0	15	0	4.5	3.9	Language Feelings Social Areas Story writing Reading Recreation
FI f 91	User comments: Very popular. Children ask to see it often. It has made the book a very hot item in our library. Kids would have really enjoyed seeing more of the story. Excellent film.																	
(The) Okies - Uprooted Farmers	8.3	15/23	6	S,U	m,s,p	(6-8) 9-e	3.8	3.2	3.7	6	0	5	1	6	0	4.8	3.1	Literature English Film History Social Studies
FI f 92	User comments: Excellent. Good depiction of the mood and mental state of the Okies. Excellent guide - plenty of detail, but short enough to be readable. Black and white extremely effective in setting mood. Interesting. Held the attention of the students. Strong emotional impact.																**	
(The) Cosmic Connection	7.8	13/40	12	R,S,U	e,j,s,t	(7) 8-a	3.8	3.8	3.4	6	6	9	2	8	2	3.9	2.9	Astronomy Geography Energy Earth Science Biology
FI f 93	User comments Too long. Good film for earth science course, astronomy. Nice on meteors. It was really too advanced for my class (6), but visually stimulating nontheless. Film provides a great deal of interesting information about meteors and their effect on the topography of the planets. Students																	
	User comments: more interested in historical accounts rather than technical descriptions.																	

Explanation of code:

rating: |----------10
poor-excellent

regions: U = urban
S = suburban
R = rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

112

NAME OF COMPANY: Films, Inc. METRO CODE: FI

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Winning Isn't Everything	7.3	16/8	8	R,S	e,m,j, s,se	(3-6) 7-a	3.3	3.9	3.4	6	0	7	0	7	0	3.3	3.5	Physical Education Values Clarification English Human Relations Entertainment
FI f 94	User comments: I was hoping for a film honoring the value of sportsmanship and de-emphasizing winning; this film seems to do the opposite. It would be better used for adults. Recommend preview to assess appropriateness for group! It all appears to be aimed at reviewing our awareness of the meaning of the line, "It's not whether you win or lose, it's how you play the game". I feel this																	
	User comments: film effectively promotes introspection and will keep us on our toes.																	
(The) Erie War	8.5	8/11	7	R,S	j,s	8-a	4.0	3.8	3.7	4	2	4	1	4	1	4.8	3.5	Social Studies History Political Science Business Economics
FI f 95	User comments: Excellent film. Good telling of the story, good characterizations. Leaves gaps. Good examples of monopoly and big business wheelings and dealings, power and corruption. Too limited in scope. Too slow moving for high school students. Not enough "meat".																	
Surrender at Appomattox	9.1	9/28	7	S	j,s	8-a	3.8	3.8	4.0	6	0	5	0	5	1	4.5	3.7	American History Biography Literature Social Studies
FI f 96	User comments: Very good - complements any lesson on the Civil War. Vivid! Emotional impact of the last scenes of Civil War struggle. The sadness, yet the courtesy that permeates it all. Excellent film.																**	
Strange and Terrible Times	6.7	14/8	7	R,S	e,s,t, se	(6-8) 9-a	3.3	3.2	3.2	6	0	5	0	5	0	3.6	2.3	Social Studies English American History Guidance Psychology Sociology
FI f 97	User comments: Found the section on Revolutionary War to be very dry. Student interest was good except for revolutionary period. Good - for 5th grade level the students are better served in seeing history in sequences. Although this film is recommended for use in elementary classroom, it is not really suitable																	
	User comments for this purpose. Excellent film. Strong points included original photographs and films within the greater film.																**	
1876 - Labor and Violence	8.2	10/6	6	R,S	j,s,se, pa	7-a	3.7	4.0	3.5	6	0	5	0	5	0	4.2	3.5	Business History Social Studies Industrialism
FI f 98	User comments: Use as a comparison with Homestead Steel Strike 1892, i.e., lack of any form of organized labor. A useful "snow" film clipped from a Hollywood effort, but does little to explain why conditions were as bad as pictured, and only implies boss reactions. Makes vivid the reasons for the development of labor unions.																**	

Explanation of code:

rating: 1----------10 (poor-excellent)

regions: U = urban, S = suburban, R = rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Films, Inc. METRO CODE: FI

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Eliza	7.5	5/6	5	R,S	e,m,j, s,pa	(6) 7-a	3.8	3.8	3.6	5	0	5	0	5	0	4.3	3.5	Social Studies U.S. History Civil War Woman's Studies Agriculture Literature
FI f 99	User comments: Really a fine film exploring slavery and a woman's role in the Colonial South. Eliza succeeded in doing a man's job in a time when that didn't happen. Study guide brief, but useful. Very well produced and acted. Characters are three dimensional and believable. Contains many elements for discussion, including treatment as "literature for the screen". A bit																	
	User comments: advanced for my 5th grade as far as the emotional content.																	
(The) Last Ballot	*5.3	1/8	2	R	s	9-a	3.5	3.5	3.5	2	0	2	0	2	0	-	4.0	Political Science U.S. History Revolutionary War
FI f 100	User comments: Much too long and boring. Good example of political haggling but could be done in 20 minutes, not 40.																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

111

STUDENT COMMENT SAMPLING

Title of film: 1876: Labor and Violence (FI f 98)

Distributor: Films, Inc.

Grade level: Suburban area, high school, Grades 10-12

Subject taught: U.S. History

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

Labor movement
Industrialization

Teacher comments:

Use as a comparison with Homestead Steel Strike 1892, i.e., lack of any form of organized labor.

Student comments: (*all sic*)

- Sometimes violence is the only way to bring about change.
- Violence is not the answer to problems.
- When people get pushed to their breaking point by unfair management and wages they get violent.
- The Nation needed unions for the laborers.
- Miners were so frustrated by management that they resorted to violence.
- It showed me that you should not take being pushed around by your employer.
- The workers in the coal fields were treated poorly and paid little.
- Workers should have better rights.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Guidance Associates (GA)

Number Of Years Depositing Media For Evaluation: 12*

Number Of Items Placed For Evaluation During 1979-1980: 6 kits

Production Quality: Good (see "comments below)

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Consistent size, colorful

Leader's Guide: Supplied, with good attention to detail

Comments:

- a disappointing showing in terms of data gathered; topics of most kits are "high demand" items, utilization in past years has been consistently high
- unable to determine cause of low circulation, in-house staff viewed materials and gave consistently high ratings
- packaging a great improvement over recent years, with uniform size and good eye-appeal
- in view of past performance and in-house assessment, company maintains good reputation for quality of product

Worthy Of Note:

Your Body and How To Care For It: Brain and Nervous System/Muscle and Bone

Titles Evaluated:

(The) Exploited Generation
(The) Great Depression: 1929-1939
(The) Nineteen Sixties-A Decade of Hope and Despair
Put Yourself In My Place
(The) Reckless Years: 1919-1929
Your Body and How To Care For It: Brain and Nervous System/Muscle and Bone

*This company has participated in the METRO program from its inception.

NAME OF COMPANY: Guidance Associates METRO CODE: GA

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study	Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
								Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes / no	max. 4.0									max. 4.0	
(The) Reckless Years: 1919-1929	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
GA k 296	User comments: NA															
(The) Nineteen Sixties-A Decade of Hope And...	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
GA k 297	User comments: NA															
Put Yourself in my Place	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
GA k 298	User comments: NA															
(The) Great Depression 1929-1939	8.5	9	2	9-12	2	0	4.0	4.0	1	0	1	2	1	1	1	3.3	U.S. History Economics
GA k 299	User comments: Break in between parts is inconvenient. I'd prefer one-part kit. Good overview of the Depression. One of the best filmstrips of this era. Good quotes, songs, etc. **															
(The) Exploited Generation	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
GA k 300	User comments: NA															
Your Body and How to Care For It - Brain and Nervous System/Muscle and Bone GA k 301/302	7.0	12	5	5-6	1	3	3.5	3.0	4	1	0	2	2	1	0	2.65	Science
	User comments: Went too fast. The movie struck up some interest in the kids and made them think about their own bodies and talked of particular situations that have arisen. O.K. for introducing the subject, but many repetitive frames in filmstrip and amount of information imparted, minimal. Excellent.															
	User comments: O.K. for introduction, but not thorough enough (doesn't go into detail).															

Explanation of code:
rating: 1----------10
grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: Great Depression (GA k 299)

Distributor: Guidance Associates

Grade level: Rural area, high school, Grades 10-11

Subject taught: U.S. History

Teacher comments:

appropriate for subject area and grade
good overview of Depression
one of the best filmstrips this era
good quotes, songs, etc.
can be used independently

Student comments: (*all sic*)

- The film told me that the depression was a period of missery and despare. No one could help each other.
- It said that nobodys perfact. The U.S. had a very hard time and we pulled through.
- People had hard times. And the golden 20's weren't so golden.
- A lot of people suffered, and the one's that were really rich didn't really help the poor people.
- This said to me that the beginning of World War II began because of the difference of peoples values. They considered mostley there own feelings instead of what would be best for everyone.

113

SUMMARY SHEET

Company Name: International Film Foundation (IFF)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 3

Number Of Items Placed For Evaluation During 1979-1980: 10

Composite Rating Of All Films Evaluated: 7.63

Bookings:

Maximum: 13
Average: 8.9

Screenings:

Maximum: 38
Average: 18.0

Average Number Of Evaluations Received: 6.1

Comments:

- target area is social studies, specifically world customs and culture
- target audience is primarily middle school to adult, with some titles suggested for elementary level usage
- accuracy rated good to very good, with exception of two "Black Forest" films
- production quality rated fair to quite good
- student interface rated low for majority of titles, only fair for remainder
- films generally not considered exciting, with some receiving comments of "dull", "superficial", "slow-moving", and "needs explanation"
- basically solid in content, all these films suffer in user acceptance and enthusiasm because they lack accompanying guides; such guides are virtually mandatory for films dealing with unfamiliar subjects and customs, as these do; provision of adequate guides would definitely increase value of this company's products
- lack of detailed information, either on film or in guide, has been a consistent user complaint for the three years this firm has been in the METRO program

Upper 25%:

Israel
(The) Soviet Union - A New Look

Titles Evaluated:

Bill, Peggy, Royal, and Friends - London Horses
Black Forest Family Celebrates Christmas
Christmas Eve Service In The Black Forest
Introduction To Confucius
Israel
Israeli Family
Poland
Soviet Union - A New Look
Turkey - A Nation In Transition

11:

NAME OF COMPANY: International Film Foundation — METRO CODE: IFF

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Soviet Union - A New Look	8.4	13/38	12	R,S	e,m,j,s	(5-6) 7-a	3.9	3.8	3.8	8	3	10	0	7	2	4.2	3.2	Geography History Political Science World Culture Current Affairs European History Career Education Economics Russian
IFF f 39	User comments: Opening cartoon type aroused curiosity. Dialogue and pictures were well done. Film covers alot of ground fairly well. Very modern. This is a well made film depicting many aspects of Soviet of which students know very little. Use of rock bands and youth groups to help promote communism .. was effective.																	
Turkey - A Nation in Transition	6.6	6/12	5	R,S	j,s	(4-5) 6-a	3.3	3.0	2.8	2	3	4	1	3	2	4.5	2.7	Geography World History Social Studies
IFF f 40	User comments: Animated bit needs explanation. Especially in the beginning. Life is primitive - modern tools are not readily available. Dated and dull. Can be used for Turkey specifically or to show how underdeveloped nations make the transition to modern nations. Film is rated but good in history. ..																	
Bill, Peggy, Royal and Friends - London Horses	7.4	12/10	10	R,S	e,m,se	(K-3) 4-a	3.6	3.8	3.5	6	2	8	0	5	2	3.4	3.0	Social Studies Language Arts Science
IFF f 41	User comments: English accent difficult. Slow paced. Have to have high interest in horses. Was a great addition to my curriculum. They were impressed by the tradition of the United Kingdom and the opulence of the monarchy. They also loved the horses! The movie seemed rather disconnected. Not objectionable, but of no special learning or entertainment value.																	
Poland	7.2	10/7	3	S	e,m	(4) 5-a	3.3	2.3	3.0	1	2	1	2	1	2	3.0	2.6	World History Social Studies European Geography
IFF f 42	User comments: Begins with animated chronological history. Not inspirational, dated, basic. Pro-American, anti-Communist bias. The film lost its impact after dealing with WW II. What the viewer thought was present Poland seemed to be old and dreary. Perhaps the poor color of the film contributed to this impression.																	
(An) Israeli Family	8.0	9/23	7	R,S	m,j,s	(4-8) 9-a	3.8	3.9	3.7	4	0	6	0	6	0	4.1	3.3	Israel History World Cultures Social Studies Religion Family Studies Geography Middle East
IFF f 43	User comments: Shows an Israeli family coping with problems of Israel and enjoying their heritage. Also shows flashbacks of Jewish people, their traditions, problems and founding of Israel. Role of women as vital force in economics, military, etc. Stresses haren economic reality. Well done.																	
(A) Brazilian Family	8.2	11/27	9	R,S	e,m,j, s,pe	(4-6) 7-a	3.9	3.9	3.9	7	2	8	0	9	0	4.3	3.4	Social Studies Comparative Cultures History Foreign Languages Sociology
IFF f 44	User comments Very superficial and not enough cultural emphasis. Very good - didn't discuss education though. Students liked the film. Up-to-date. Very stimulating. Compares lifestyles between groups. Photography good. ..																	
Christmas Eve Service in the Black Forest (Germany)	*4.5	3/3	2	S	j	6-10	2.0	3.0	2.5	1	1	2	0	1	1	2.5	2.5	Social Studies Sociology
IFF f 45	User comments: Provides a very good introduction to lessons in celebrating Christmas around the world. My students were not interested at all. ..																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: International Film Foundation METRO CODE: IFF

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Black Forest Family Celebrates Christmas IFF f 46	4.5	7/14	5	S	p,e,j	K-8	3.0	2.5	2.5	2	2	3	0	2	2	2.5	2.3	
	User comments:																	
Introduction to Confucius IFF f 47	7.0	8/3	2	R,S	j,s	9-12	3.5	3.5	3.5	1	1	2	0	2	0	4.5	3.0 **	Anthropology Social Studies Philosophy Government
	User comments:																	
Israel IFF f 48	8.8	8/13	6	R,S	j,s	7-a	3.6	3.8	3.8	3	0	4	0	4	0	4.6	3.3 **	Government Religion World History Ancient History Social Studies Geography
	User comments: Film provides compact but comprehensive history of Israel. Also, it concerns key issues and is thought-provoking. Ignores recent turbulent history.																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

ratings: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: The Soviet Union: A New Look (IFF f 39)

Distributor: International Film Foundation

Grade level: Suburban area, middle school, Grade 7

Subject taught: Social Studies

Order of use: Preview, Screen, Postdiscuss

Purpose of showing film:

I wanted a current, interesting and informative film on life in the Soviet Union. The film accomplished this objective.

Teacher comments:

Film is up to date, informative and interesting. Lets a student compare growing up in Soviet Union with his own. Clothing and people are not drab like most films on the Soviet Union.

Student comments: (all sic)

- The film to me said that the Soviet Union is a well organized place but would'nt care to live there.
- Russia is a place where you have very few if any independand choices.
- The Russian government is very one sided about everything. They teach only one viewpoint.
- That communist people don't know a thing about E.R.A..
- Compared to the U.S. The Soviet Union is a lousy place to live.
- I wouldn't want to go there.
- The Russians are told what to do too much.
- Russia has its good points and bad points and they were pointing out the bad points to me.
- The government runs the people's lives.

SUMMARY SHEET

Company Name: Journal Films (J)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 4

Number Of Items Placed For Evaluation During 1979-1980: 8

Composite Rating Of All Films Evaluated: 7.52

Bookings:

Maximum: 12
Average: 8.1

Screenings:

Maximum: 26
Average: 15.7

Average Number Of Evaluations Received: 6.1

Comments:

- primary target audience equally divided between elementary level and junior-senior high level
- major target areas are language arts, science, and social studies
- about half the titles have multidisciplinary application
- company produces basically instructional films, but does branch off into the non-narrative area
- accuracy and production quality well rated
- some titles have multidisciplinary application, but most are rather specific in design - this tends to limit usage and wide acceptance
- student reactions fair to good

Upper 25%:

Going To School Is Your Job
Voyage To The Arctic

Titles Evaluated:

Going To School Is Your Job
James Fenimore Cooper
Language Of The Mute Swan
(The) Pencil
Studying Electricity
(A) Visit To A Nature Center
Voyage To The Arctic
Why Do Animals Look Like They Do?

NAME OF COMPANY: Journal Films METRO CODE: J

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	Language Arts Creative Writing Math Automation Consumerism Art Filmmaking Entertainment Social Studies
(The) Pencil	7.9	8/10	7	R,S	e,m,se	K-6 (7-8)	3.9	3.6	3.7	1	6	6	0	6	1	4.2	3.7	
J f 56	User comments: There is no narration. Film simply shows types, sizes, colors, use of pencils - from scratching your head to stirring your coffee. Music is difficult to accept. **																	
Why Do Animals Look Like They Do?	*7.5	6/2	2	S	e,pa	1-6	3.5	3.0	3.0	2	0	2	0	2	0	4.5	3.0	Science
J f 57	User comments:																	
Going to School is Your Job	9.4	11/11	8	R,S	e,j,se	K-3 (4-6)	3.8	3.8	3.6	7	0	7	0	7	0	4.6	3.7	Special Education Guidance Social Studies Career Education Family Life
J f 58	User comments: Does an excellent job showing children's responsibilities. Although this film is intended for Kindergarten-primary level, not one of my junior high special students mentioned the low level of the film. The material covered is appropriate. Comparisons made between school and																	
	User comments: community were good. Stressed working together, rules. Covered good material, was good for discussion, but didn't motivate students. **																	
Language of the Mute Swan	7.4	9/18	9	R,S	e,m,j,s pa	(K-6) 7-8	3.9	3.7	3.7	6	2	9	0	6	3	4.3	3.2	Communication Social Studies Biology/Religion English /Poetry Writing /Music Environmental Studies/Speech Science/Zoology Humanities /Art
J f 59	User comments: There is both narration and music in the background which lends to the soothing atmosphere created. It lends itself to many forms of discussion and many forms of creativity. It does need pre-discussion. What a marvelous bird - majestic, graceful, etc. - but what awful color. Enjoyed the poetry.																	
James Fenimore Cooper	4.0	3/8	3	S	e,s	11-a	3.3	4.0	2.3	0	3	1	1	0	3	2.3	1.6	English American Literature
J f 60	User comments Surface, biographical information. Presentation would appeal more to older students. (Difficult vocabulary) The film was too difficult for intermediate level senior high students. The students should be familiar with Cooper's books beforehand. There was very little discussion as to words and "human" aspects.																	
Studying Electricity	8.0	11/20	9	R,S	e,m,j,s	(4) 5-9 (10-c)	3.8	3.6	3.6	3	4	7	1	7	2	4.4	3.0	Science Industrial Arts
J f 61	User comments: Excellent demonstrations of several ways to produce electricity, relationship between generators and motion and the basic difference between A.C. and D.C. current. Good approach to the subject as an introduction. **																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation

** - student comments available

NAME OF COMPANY: Journal Films METRO CODE: J

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0									max. 5.0	max. 4.0	
(A) Visit to a Nature Center	*9.3	5/4	2	S	e	K-3	4.0	4.0	4.0	2	0	2	0	2	0	5.0	4.0	Language Arts Science
	User comments:																	
J f 62																		
Voyage to the Arctic	8.4	12/21	9	R,S	e,m,j,s	4-8	3.9	3.9	3.7	8	0	8	0	8	0	4.2	3.4	Science Social Studies Reading Creative Writing Ecology Biology Geography History
	User comments: Film exposes students to region of the world they will probably never explore on their own.																	
J f 63																	**	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 0----------10
poor-excellent

regions: U = urban
S = suburban
R = rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: The Pencil (J f 56)

Distributor: Journal Films

Grade level: Rural area, elementary school. Grade 3

Subject taught: Language

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:
provided creative writing experience

Teacher comments:

Student comments: *(all sic)*

- I wondered how you put all the things in.
- It made me feel like a penicl going threw the machinery.
- You can learn lots of things to do with a pencil.
- Pencil making is hard.
- I wondered how a pencil was made but now I know. I like pencils.
- It was neat. I never saw a pencil being made.
- I liked the movie becuase I felt like an eraser being banged on the end of the pencil.

SUMMARY SHEET

Company Name: Walter J. Klein Co. (KL)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 12

Composite Rating Of All Films Evaluated: 8.30

Bookings:

Maximum: 16
Average: 7.6

Screenings:

Maximum: 23
Average: 11.0

Average Number Of Evaluations Received: 4.9

Comments:

- target audiences are elementary through middle grades and middle grades through senior high
- target areas are social studies, health, history, science, recreation, and family life
- these are all sponsored films (production and distribution costs are covered by business and industrial sponsors) and all are available for free loan as well as purchase
- purchase costs ($250.00 and up) do not seem to reflect sponsorship; profit is not usually a motive of sponsor
- due to sources, the films vary widely and do not give a unified image of their distributor
- accuracy and production quality rated high, though several were thought to be unexciting
- elementary health and safety films received well, with high student interest

Upper 25%:

Ricky Raccoon Shows The Way
(The) Silver Safari
Hiking The Appalachian Trail

Titles Evaluated:

Appalachian Woodcrafters
Backyard Bonanza
(The) Big Yellow Fellow
(The) Great Trees Of America
Hiking The Appalachian Trail
How To Lose Weight
(The) Losers
Minigardens
Preventive Dentistry In B Sharp
Ricky Raccoon Shows The Way
(The) Silver Safari
This Dog Is Real

NAME OF COMPANY: Walter J. Klein, Co. METRO CODE: KL

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Ricky Raccoon Shows the Way	8.0	10/10	6	R,S	e,m,se	K-3 (4-8)	3.8	3.7	3.7	6	0	5	1	6	0	4.2	3.7	Social Studies Safety Language
KL f 1	User comments: Very good. Excellent movie and kids really pay attention. Clear, amusing safety film.																	
Preventive Dentistry	8.4	8/5	4	S	e,m	(3-4) 5-8 (9-e)	3.8	4.0	3.8	4	0	3	0	4	0	4.0	3.6	Health Science
KL f 2	User comments: Excellent film.																••	
(The) Silver Safari	8.3	11/13	8	R,S	e,m,j,st	(3-5) 7-e	3.8	3.6	3.4	8	0	7	0	8	0	4.5	3.7	History English Social Studies Geography Race / Values Entertainment
KL f 3	User comments: Lots of action as you ride with the camera inside and outside the autos. Excellent in showing geography of Africa-Kenya.																	
(The) Great Trees of America	7.2	16/23	13	R,S	e,m,s,se,p	(K-5) 6-a	3.8	3.7	3.3	4	7	12	0	9	1	3.4	3.1	History Science /Botany Ecology Social Studies Language Arts U.S. History Environmental Science
KL f 4	User comments: A good film to show if you are teaching famous trees and not necessarily kinds of trees. Motivated students enough to discuss our local "famous tree" and to do some comparisons with those featured in the film. More of a springboard for scientific learning. Students really enjoyed this film. This film did tie in with our 5th grade social studies curriculum and is well done. Well narrated with a slight sense of humor. Found it necessary to stop film as they switched topics to help students focus on film. Able to apply film to local trees and ecological concerns. ••																	
Hiking the Appalachian Trail	8.0	14/13	8	R,S,U	e,m,j,se	(3-4) 5-a	3.9	3.8	3.8	2	4	7	1	8	0	4.1	3.7	Recreational film New England Environmental Education Leisure Time Outdoor Education Science
KL f 5	User comments Good for appreciation of environment, differences in geography between regions trail covers; shows how to prepare for wilderness trip. Good scenery. More of a geographical film.																	
(The) Big Yellow Fellow	8.5	6/4	4	R,S	e	(4-8) K-3	3.8	3.8	3.8	3	1	4	0	4	0	4.8	4.0	Safety Language Social Studies
KL f 6	User comments:																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
•• - student comments available

NAME OF COMPANY: Walter J. Klein, Co. METRO CODE: KL

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Appalachian woodcrafters	9.7	5/12	4	R,S	e,j	5-12 (c-a)	3.8	3.8	3.8	3	1	4	0	4	0	5.0	2.5	Social Studies Crafts Economics Career Education Geography Woodworking
KL f 7	User comments: Excellent film for showing people of the southern Appalachian part of the U.S. Also is helpful in demonstrating the use of wood craft tools and products that can be made with them. Also valuable in developing an interest in crafts and importance of self-reliance. **																	
Backyard Bonanza	*0.	1/1	1	S	s	a	3.0	1.0	2.0	-	1	-	1	-	1	1.0	-	Home Economics
KL f 8	User comments: Not only does it offer almost no practical information, but it tells us to pour on the chemicals - not today's most popular trend.																	
How To Lose Weight	10.0	9/13	3	R	j,a	6-a	4.0	4.0	4.0	3	0	3	0	3	0	5.0	4.0	Home Economics Health
KL f 9	User comments: Information presented in an interesting manner. This is an excellent film. Gives all the excuses for why weight loss is not possible and how to change. Especially good when shown in conjunction with "Look Before You Eat". **																	
This Dog Is Real	6.2	5/6	5	R,S	e,m,se	K-8	4.0	3.5	3.5	1	3	2	3	3	2	4.3	2.6	Family Life Science Social Studies
KL f 10	User comments: A good film about the responsibilities of owning a dog. It's also good for understanding the jobs involved in taking care of any pet. Rather forced and often unrealistic, but generally to make a point. This film is dull.																	
(The) Losers	*10.0	1/2	1	S	m	5-a	4.0	4.0	4.0	1	0	1	0	1	0	5.0	3.5	Health
KL f 11	User comments: Very well done.																	
Minigardens	*2.5	5/3	2	S	m,s,se, p	(6-8) 9-11 (12-a)	2.0	3.0	2.5	1	1	1	1	1	1	1.5	1.9	Science Intro to Botany
KL f 12	User comments Film is better suited for a sixth grade classroom, rather than a younger grade or a special ed. level. Too basic for my group (12th grade)- but then I have Greenhouse Management/Horticulture classes.																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Great Trees Of America (KL f 4)

Distributor: Walter J. Klein, Company

Grade level: Suburban area, elementary school, Grade 6

Subject taught: All

Order of use: Preview, Screen

Purpose of showing film:

to expose students to one aspect of our heritage

Teacher comments:

Well narrated - with slight sense of humor
very informative-able to apply film to local
trees and ecological concerns

Student comments: *(all sic)*

- The film said to me that trees are important and pleasing to have.
- It showed me some of the most historicle trees.
- The movie said to me that a winner doesn't always have to be raised.
- The film said that some trees are champion trees that you could find anywhere and that are all shapes and sizes.
- This film said they're are many great trees if only someone would look at them.
- That there are many great trees around not just in forests but on peoples front lawns too.
- The film says that there are great trees we never new existed.
- It tells about trees in the old, historical days, and what the trees are used for.

SUMMARY SHEET

Company Name: Little Red Filmhouse (LRS)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 8

Composite Rating Of All Films Evaluated: 8.40

Bookings:

Maximum: 13
Average: 7.5

Screenings:

Maximum: 28
Average: 15.6

Average Number Of Evaluations Received: 5.8

Comments:

- an outstanding showing for a first-year participant, with a very high composite rating
- target areas are psychology, sociology, values, human relations, and filmmaking
- target audience is primarily junior-senior high, but some titles suggested for primary and elementary levels
- most titles have wide ranges of applications
- accuracy, production quality, and content selection uniformly rated good to excellent
- films have high emotional impact and stimulate good discussions
- many sensitive subjects handled well
- creativity of films seemed evident to almost all users
- dramatizations done very well

Upper 25%:

(The) Tunnel
(The) Date

Titles Evaluated:

(The) Date
Kick Me
Regina - Gift Of Vision
Runaways
(The) Season
Steamboat
(The) Theft
(The) Tunnel

NAME OF COMPANY: Little Red Filmhouse METRO CODE: LRS

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S				(1-4) 5-8 (9-a)	max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	Values Handicaps Inservice Teacher Training Mainstreaming Health Guidance Psychology Family Life
Regina - Gift of Vision	7.7	2/3	3	S	m	5-8	4.0	3.3	3.3	3	0	1	2	2	1	4.0	2.0	
LRS f 1	User comments: The film is about Regina who has been blind since the age of two. Her attitude as well as her mother's attitude is revealed in this film. An excellent, matter-of-fact approach to blindness, especially juvenile blindness. Her story does have wide applicability in learning to accept and cope with handicaps. Some dialogue is a bit difficult to understand, but overall																	
	User comments: audio is good.																	
Kick Me	8.3	14/19	8	R,S	s,se	K-a	3.6	3.9	3.6	7	1	8	0	8	0	4.6	3.6	Entertainment English Creative Writing Social Studies Photography Art / Music Film Production
LRS f 2	User comments: 3rd graders had difficulty with interpreting the action. A fantastic technical job. It's hard to believe that this was all drawn directly on film. It doesn't have a lot of content to discuss, but it sure is fun to watch. The film is a fun film and yet they learn the use of filmmaking in relation to creating a comic strip. **																	
(The) Date	9.0	8/23	6	R,S	m,j,s, se	7-12	4.0	3.8	4.0	4	0	4	0	4	0	4.7	4.0	Home Economics Health Sex Education
LRS f 3	User comments: Acting is a little weak, but otherwise good. This film is very realistic and was very well received by the students. Students were very uncomfortable and didn't start opening up on the topic until one or two broke the ice with comments. Decided it was not appropriate for use with my sp.ed. class.																	
(The) Season	*3.0	1/1	1	R	m	-	-	-	-	-	-	-	-	-	-	2.0	2.0	
LRS f 4	User comments:																	
(The) Theft	8.2	10/28	9	S,U	m,j,s,t	(4-6) 7-a	3.7	3.8	3.8	9	0	5	2	7	0	4.2	3.8	Guidance /English Social Studies Values /Religion Law Human Relations Peer Pressure Filmmaking Living Skills
LRS f 5	User comments Good for peer pressure. Had an excellent discussion on peer pressure. Would this film seemed contrived to older students? Students rated film fairly well. Thought situation presented was quite believable. Boys relate to characters better than girls. **																	
Runaways	8.5	10/12	5	S	s,se,t	7-a	3.6	3.6	3.6	5	0	5	0	5	0	4.2	3.9	Social Psychology Child Development Law / Humanities Film Studies Current Issues Social Studies
LRS f 6	User comments: Excellent. Dramatization is effective - carries more impact. Family conflict and few alternatives seem to be areas with which our spec. ed. kids could really identify as they viewed the Runaways. **																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Little Red Filmhouse METRO CODE: LRS

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Tunnel	9.0	13/13	7	S	j,s,se,t	(5-6) 7-a	3.6	3.7	3.4	7	0	7	0	7	0	4.4	3.3	Guidance Social Studies Filmmaking Composition Sociology Psychology Decision-making Science
LRS f 7	User comments: Rather heavy but good discussion of gangs and kids caught in between. Hard-hitting film on school violence raising man's crucial questions. Good for composition class - discussion as well as writing. Students were very interested.																	
Steamboat	8.0	8/11	7	R,S	e,m	K-6 (7-a)	4.0	3.9	3.7	4	1	7	0	7	0	4.5	3.4	Social Studies Language Arts Science Music / Art Creative Writing Career Education American History Filmmaking Geography
LRS f 8	User comments: Excellent creative photography, combined with equally good audio, make montage sequence really give the feel of being there. Good blend of "people" shots and "thing" shots. I'm not sure of the purpose of this film. It certainly didn't give many facts about a steamboat or have a strong appeal. **																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Runaways (LRS f 6)

Distributor: Little Red Filmhouse

Grade level: Suburban area, special education, high school, Grades 10-12

Subject taught: Social Studies

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

Provoke mini discussion on problem solving

Teacher comments:

Family conflict and few alternatives seem to be areas with which our special education kids could really identify as they viewed the Runaways.

Student comments: *(all sic)*

- There should be more places for runaways to go.
- It made me think the girl had nothing to look up to.
- Parents should listen to their kids before they lose them.
- Running away doesnt solve any of your problems it makes them worse.
- Life on the outside world is not that esay, especially when you are young and expirenced in the ways of the world.
- Try to work it out with your parents before you run away. Very good
- If your young you dont go or got anything if you run a way.
- You should not runaway when you are that young.

SUMMARY SHEET

Company Name: Lumen-Bel Productions (M)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 1

Composite Rating Of All Films Evaluated: 8.4

Bookings:

Maximum: 13
Average: DNA

Screenings:

Maximum: 41
Average: DNA

Average Number Of Evaluations Received: 8

Comments:

- film was well received, was screened several times the number of bookings
- no generalities on company since only one title was deposited (see statistical sheet for specific data)
- film received active use - timing was very appropriate as 1979-1980 was "energy/economics" energy year and this film addressed both areas

Upper 25%:

DNA

Titles Evaluated:

(A) Place To Live

NAME OF COMPANY: Lumen-Bel Productions METRO CODE: M

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(A) Place to Live	8.4	13/41	8	S	j,s,se, t,a	(7) 8-a	3.6	3.6	3.6	6	1	6	1	6	1	4.6	3.0	Science Woodworking Industrial Arts Alternate Energy Ecology Energy
M f 126	User comments: Well done - basic information is correct. Some areas of comparison of fuel economy and savings are slightly biased. No hype. It discussed building one's home more than the elements of passive solar design. Excellent for use as an inspirational tool.																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: A Place To Live (M f 126)

Distributor: Lumen-Bel Productions

Grade level: Suburban area, high school, Grades 10-12

Subject taught: Geology-Ecology

Order of use: Preview, Screen, Postdiscuss

Purpose of showing film:

For use in alternate energy efficient home discussion

Teacher comments:

Well done - basic information is correct
some areas of comparison of fuel economy
and savings are slightly biased.

Student comments: *(all sic)*

- A person has the ability to accomplish anything.
- This movie meant to me that there is satisfaction in building one's own home.
- Some people like to build thier own homes and a lot of people don't.
- Use what is available and affective don't get caught up in a pattern that you have to have new stuff.
- Use the facilities that we have today but do not become slave of them.
- These people are using old ways of life to save energy and money however they are sacrificing all the comforts of the american style of living.
- These people have to come out of their own little dream world and face reality. Most people can't take 3 months off from work to live with nature and build a house.
- It taught me the importance of man depending on himself to survive in the environment through his own actions and not those of society.
- Their are some people already doing something about energy crises.

- The film makers were ecologists. There primary concern was to work with their imediate surroundings.

- I think it went to extremes and cannot be practical for the whole population.

- With a little imagination and knowledge of other sources of energy for heat and other things, it is possible to run a house without oil.

- There definitely is a way to alter lifestyles - still enjoy life. Make use of materials that surround the environment. Don't waste, but make practical use of material

- It is more efficient to use passive solar heat and wood to heat one's home.

- It is possible to build a home that is not only practical, easily maintained, and fairly attractive but also inexpensive.

SUMMARY SHEET

Company Name: National Audio Visual Center (NAC)
(Includes National Aeronautics and Space Administration (NASA))

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 2*

Number Of Items Placed For Evaluation During 1979-1980: 16 (14 NAC films, 2 NASA films)

Composite Rating Of All Films Evaluated: 7.80

Bookings:

Maximum: 19
Average: 8.6

Screenings:

Maximum: 35
Average: 18.3

Average Number Of Evaluations Received: 5.4

Comments:

- major target area is science, with some emphasis also on social studies and history
- most titles are science oriented or related, yet many have multi-disciplinary applications
- major target audience is junior and senior high school
- films dealing with energy were the best received group
- enthusiasm and inspiration vary widely from film to film
- almost all titles rated very good to excellent in both accuracy and production quality
- many comments refer to high quality of photography
- overall, a far better showing than in 1977-1978

Upper 25%:

Coal - The Other Energy
Killer Bees: Fact Or Fantasy
Solar Energy: The Great Adventure
One Man's Alaska

Titles Evaluated:

Cape Cod
Century III-Man and His Environment
(A) Chance To Be
(The) Choice Is Yours
Coal - The Other Energy
Copeland Portrait
Energy - The American Experience
Killer Bees: Fact or Fantasy
Life (NASA)
Mars and Beyond (NASA)
Mars - Is There Life?
One Man's Alaska
Prelude To War
Solar Energy: The Great Adventure
Stone Forest
United States vs. Aaron Burr

*Note: This company participated in the METRO program for the first time during the 1977-1978 school year, placing only four titles. They did not participate during 1978-1979, so in essence they can be considered a first-year participant this year.

NAME OF COMPANY: National Audiovisual Center — METRO CODE: NAC

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(A) Chance To Be	*-	2/0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NAC f 43	User comments:																	
Coal - The Other Energy	8.3	9/20	4	R,S	j,s,pa	6-12	3.8	3.8	3.8	3	1	3	1	3	1	4.5	3.3	Geology Energy Physics Chemistry Ecology Economics Social Studies
NAC f 44	User comments: There are some points that may be too scientific for a slower group. Required previewing. Fair presentation. Coal is not shown to be the one answer to America's energy needs, only as one of many possible choices. Hazards to environment are clearly explained but not fully explored.																	
Prelude To War	7.3	10/23	7	R,S,U	s	(7-8) 9-a	3.3	3.3	3.1	4	1	3	2	5	0	4.3	3.4	Social Studies Psychology Sociology Political Science World Affairs Contemporary Issues Government History Propaganda
NAC f 45	User comments: Film produced by War Department to recruit. Biased; appealing to patriotic, freedom-loving individuals. Good for showing use of propaganda.																**	
Solar Energy-The Great Adventure	7.8	19/29	10	R,S,U	a,j,s	(5-6) 7-a	3.8	3.7	3.5	9	2	8	2	9	1	4.1	2.8	Energy /Economics Science Woodworking Geography Environmental Ed. Social Studies Alternate Energy Sources
NAC f 46	User comments: Works well in any classroom concerned with discussion of alternate energy sources. Excellent film. The film needed a more forceful narrator.																	
Energy - The American Experience	8.0	10/35	9	R,S	m,j,s, pa	(4-7) 8-a	3.9	3.9	3.8	7	1	8	0	8	1	4.4	3.4	Social Studies Science Public Awareness Physics Geology History English Future Studies
NAC f 47	User comments: Showed development and use of energy in America. Good film.																**	
United States vs. Aaron Burr	*4.0	1/1	1	S	j	8-12	4.0	4.0	3.0	0	1	1	0	0	1	2.0	2.3	Government Social Studies
NAC f 48	User comments																	
Cape Cod	9.0	6/9	5	R,S	e,m,c, pa	(4-5) 6-11 (a)	4.0	4.0	3.7	4	0	4	0	4	0	3.2	3.0	Biology Science Art Language Film Study Social Studies
NAC f 49	User comments: It was more a pictorial essay. Photography is excellent, but music accompaniment is too sophisticated for primary level. Needs labels. Not much narration. Strength lies in visual scenes of environments and living things at Cape.																	

Explanation of code:

ratings: 1----------10 poor-excellent

regions: U - urban; S - suburban; R - rural

levels of schools: e-elementary; s-senior high; pa-parochial; m-middle; c-college; p-private; j-junior high; a-adult; t-technical; se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: National Audiovisual Center — METRO CODE: NAC

Title and METRO code #	Composite rating	Number of bookings / 5	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Mars - Is There Life?	8.2	11/11	6	R,S,U	e,m,s	5-a	3.3	3.3	3.3	5	1	6	0	5	0	3.8	2.9	Earth Science Sociology Astronomy
NAC f 50	User comments: Good film for astronomy class. Excellent photography and special effects.																	
One Man's Alaska	8.1	15/23	9	R,S,U	j,s,t,se	(4-6) 7-a	3.9	3.7	3.6	6	3	9	0	7	2	4.1	3.4	Zoology Social Studies Science /Reading Geography Natural History Biology /Ecology Photography Wilderness Survival
NAC f 51	User comments: Absolutely super photography of flora and fauna. A delightful way for students to become acquainted with the geography and climate of Alaska as well as its wildlife and plant life. Speaker's words difficult to understand. Film was well received. **																	
Century III - Man and His Environment	8.3	6/5	3	R,S	j,s,p	(6-9) 10-a	4.0	4.0	4.0	3	0	2	0	2	0	3.0	4.0	Science Ecology
NAC f 52	User comments: Visually appealing. Not suited for 7th grade. Excellent overview of energy alternatives.																	
Copland Portrait	*5.8	2/2	2	S	a	(5-7) 8-a	4.0	4.0	4.0	1	1	2	0	2	0	4.0	2.5	Music Music History-U.S. Biography Careers Instrumental Music Vocal Music Fine Arts
NAC f 53	User comments: Fifty years of American music that Copland tried to make uniquely American. Many examples of his music and much of his career told by him. Good biography. Excellent movie on Copland's life and music. Too much talking at times. Good background film. Not dramatic.																	
(The) Choice Is Yours	*2.0	5/3	2	S,U	j,s,se	5-9	4.0	4.0	3.0	0	1	0	1	0	1	2.5	-	Morality Legality Birth Control
NAC f 54	User comments: This film is up-to-date - but I did not like the format of posing questions to a well rehearsed panel of teenagers. I would prefer a more candid discussion with people about their feelings on birth control. I did not use this film with my students. It is very explicit and too																	
	User comments advanced for my purpose. It is well done, but should be previewed before showing to a class. Seems too long. Repetitious in some parts.																	
Stone Forest	6.5	8/7	5	S,U	e,se	(5-7) 8-a	3.8	3.2	3.6	2	3	3	1	2	2	3.3	3.3	Earth Science Ecology Archeology Anthropology Nature Studies
NAC f 55	User comments: Interesting film, but may be appropriate for higher level students, 6th grade and up. Very slow moving. Thought the film was very well done. No guide - so necessary to make film effective. I don't know much about petrified forests - and this film didn't help me much. **																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban; S - suburban; R - rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: National Audiovisual Center METRO CODE: NAC

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	5				(4-6)	max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
miller bees - Fact or Fantasy	7.9	14/26	12	R,S,U	e,m,j	7-e	3.8	3.8	3.5	11	0	9	2	10	1	3.9	3.7	General Science Biology Political Science Reading Psychology Geography Ecology Current Events
NAC f 56	User comments: Students interested in subject. Expected a horror show - got a scientific look instead. Well presented and informative. It was very accurate in showing that the African honey bee isn't as dangerous as the spreading rumors suggest. Prep students. Response was very good. **																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments:																	

Explanation of code:

rating: |----------|0
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: National Aeronautics and Space Administration METRO CODE: NASA

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Life	7.0	7/19	6	S	j	6-a	3.8	3.6	3.6	3	2	4	1	4	1	3.3	2.8	Biology Science Sociology English Astronomy Photography Zoology
NASA f 837	User comments: Film didn't hold classes' interest (7th grade). Examines "inner" space - what constitutes life. Superb photomicrography, color, very easy-on-the-eye. Well produced music. Provides an interesting thesis for "life" outside the earth.																	
Mars and Beyond	7.1	13/13	6	S,U	j,s,t	(7) 8-a	3.5	4.0	3.0	3	3	6	0	6	0	3.3	2.8	Astronomy Earth Science Future Social Studies
NASA f 838	User comments: With recent discoveries, the film, though good, is rapidly becoming obsolete.																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Killer Bees: Fact Or Fantasy (NAC f 56)

Distributor: National Audiovisual Center

Grade level: Urban area, private, high school

Subject taught: Science

Order of use: Screen, Postdiscuss

Purpose of showing film:

The film was shown to supplement textbook material on insects.

Teacher comments:

The film explains that much of the reporting on the African bee (called killer bee by some) is sensational and without scientific basis.

Student comments: (*all sic*)

- In fifteen years if the bees should arive then the scientist will be ready and people will know how to cope with them.
- I still thinks its awkward how those bees could kill some one yet not do anything to that scientist.
- It told us about alot of things scientists were doint to solve the problem with killer bees if, in fact, there is one.
- I learned that bees will not sting when they are calm. I'm going to keep away from any bees.

SUMMARY SHEET

BUILDING LEVEL MATERIALS

Company Name: National Audiovisual Center (NAC)

Number Of Years Depositing Media For Evaluation: 2*

Number Of Items Placed For Evaluation During 1979-1980: 1 kit, 2 slide sets

Production Quality: N/A

Packaging Qualities:

Durability Of Container: Below average (see "Comments" below)

Attractiveness Of Package: N/A

Leader's Guide: When supplied, helpful

Comments:

- kit on energy was well utilized, well received, attractively packaged with accompanying guide
- slides shipped in small boxes, requiring customer to provide tray, labeling, etc., adding to cost and decreasing visibility of product (by housing it in a standard tray box without NAC logo)
- no guides or cassettes supplied with slides
- slide topics were careers and women, no longer high demand areas

Worthy Of Note:

Energy Ant Filmstrip Set

Titles Evaluated:

Energy Ant Filmstrip Set
Increasing Job Options For Women
Legal Rights For Women Workers

*This is the second year of participation, but it follows a two-year absence after their first year.

NAME OF COMPANY: National Audiovisual Center — METRO CODE: NAC

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Energy Ant Filmstrip Set	8.7	12	4	K-6	2	0	3.3	3.5	3	0	1	2	2	3	0	2.9	Science
NAC x 1	User comments: It deals only with fossil fuels and nuclear fission - not with water, solar, wind, or geothermal power. These are feasible alternatives. Very colorful, interesting. The filmstrips are very clear - they are not ambiguous. Good animated approach to early understanding of energy. Invites																
	User comments: discussion. Can be used alone without the cassette for discussion in the lower grades if the language is too advanced. **																
Increasing Job Options For Women	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NAC s 2	User comments: NA																
Legal Rights Of Women Workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NAC s 3	User comments: NA																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10 grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - student comments available

176

STUDENT COMMENT SAMPLING

Title: Energy Ant Filmstrip Set (NAC k 1)

Distributor: National Audio Visual Center

Grade level: Suburban area, elementary school, Grade 4

Subject taught: Discussion on ways to conserve energy

Teacher comments:

Student comments: *(all sic)*

- I liked film strip number one. (1) How to save energy and thats good.
- I liked number 1. Not to waste energy.
- I liked film 2 to save energy.
- I liked number 1 because it told me about saving energy.

SUMMARY SHEET

Company Name: National Geographic Society (NG)

Media Format(s) Offered: 16mm films and building level materials

Number Of Years Depositing Media For Evaluation: 6

Number Of Items Placed For Evaluation During 1979-1980: 12

Composite Rating Of All Films Evaluated: 8.50

Bookings:

Maximum: 18
Average: 11.2

Screenings:

Maximum: 30
Average: 18.1

Average Number Of Evaluations Received: 7.1

Comments:

- target areas are science, social studies, and natural history
- target audience is upper elementary to adult, with emphasis on secondary level
- science is main thrust, and films are useful in many sub-divisions of that field
- production quality consistently rated high, as in past years
- accuracy rated good to excellent
- frequent comments on high quality of photography
- student interface good to very good on most titles
- teachers find films useful as discussion springboards, even though they are not always exciting or inspirational to students
- utilization well above average
- very consistent product; a difference of only 1.6 points between highest and lowest rated titles
- this company continues to maintain its well-earned reputation for quality products and teachers' guides

Upper 25%:

Energy - The Fuels And Man
Plankton
Tracking The North American Mountain Lion

Titles Evaluated:

Australia-Down Under and Outback
China's Changing Face
Do Animals Reason?
Ecosystem-A Struggle For Survival
Energy-The Fuels And Man
Gatecliff-American Indian Rock Shelter
Plankton
Secret Life Of A Trout Stream
Siberia
Song Of Molasses
(The) Tool Users
Tracking The North American Mountain Lion

NAME OF COMPANY: National Geographic Society — METRO CODE: NG

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production Quality	Content selection	Bias emotional impact		Bias style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	8					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Tool Users	9.0	7/10	6	R,S	e,m,j s,se	4-a	4.0	3.6	4.0	2	3	4	1	5	0	4.6	4.0	Science Anthropology Social Science
	User comments:																	
NG f 26																	**	
Do Animals Reason	8.7	14/20	8	R,S,U	e,m,s, se,a	4-a	3.8	3.8	3.6	5	3	8	0	7	0	4.5	3.5	Social Sciences Science Animal Behavior Psychology Biology
	User comments: Good film to stimulate discussion about reasoning power of animals. Examples used are only fair. This film shows several interesting experiments which seem to prove that animals are capable of learning from experience, storing knowledge and then using this knowledge to solve problems.																**	
NG f 27																		
Plankton	9.2	13/17	7	R,S,U	e,m,j, s,a	(4-5) 6-a	4.0	4.0	4.0	6	1	7	0	7	0	4.9	3.8	Marine Biology Conservation Ecology Oceanography Social Studies
	User comments: Good photography. Excellent film. Good correlation with food chain and ecology. The microphotography is exceptional. Concepts are developed logically and comprehensively.																**	
NG f 28																		
Secret Life of a Trout Stream	7.7	10/14	6	R,S	e,j,s, p,t,se	7-a	3.7	3.7	3.7	3	3	6	0	6	0	4.6	3.3	Biology Science Ecosystems Environment Conservation Zoology
	User comments: The film opens with the hatching of the may flies, then proceeds to show how the land, water and animals of the air all depend upon each other and the lowly may fly. Very good. Excellent photography.																	
NG f 29																		
Gatecliff: American Indian Rock-Shelter	7.8	4/3	3	S	e,s,se	5-a	4.0	4.0	4.0	2	1	3	0	3	0	4.3	2.3	Archaeology History Anthropology Geography Indians Art
	User comments: Although I have found this film fascinating and informative, my students (sp.ed.) have neither the background nor interest in specifics. Children (4-6) observed well the steps and procedures involved in site location and excavation. I previewed this film and expect to use it with class in a few weeks, just before an actual archeology dig.																	
NG f 30																		
Ecosystem - A Struggle for Survival	8.4	15/17	8	R,S,U	e,j,s,p	(5-6) 7-a	3.8	3.8	3.6	8	0	8	0	8	0	4.2	3.8	Biology /Ecology General Science Environment Social Problems Geography Social Studies Wildlife Studies Alternate Cultures
	User comments This film shows the complex nature of the problems faced by people, animals, and the whole ecosystem of the Gir in India. Narration is intended for an adult audience and uses such words as "mercurial". The concepts can be understood by children. An excellent film. Film describes the plight of the Asiatic lion which has become an endangered species.																**	
NG f 31																		
Tracking the North American Mountain Lion	9.0	12/27	9	R,S,U	e,j,s,p se	(5-6) 7-a	4.0	4.0	4.0	9	0	9	0	9	0	4.3	3.8	Science /Ecology Natural History Zoology Biology General Science Animal Behavior
	User comments: Excellent sound track, photography. This film describes the behavior and living habits of the N.A. mountain lion. It also discusses the impact of mountain lion predation on the mule deer and elk population of the Idaho Primitive Area.																	
NG f 32																		

Explanation of code:

Rating: 0 ---------- 10 (poor-excellent)

Regions: u - urban; s - suburban; r - rural

Levels of schools: e-elementary; s-senior high; pa-parochial; m-middle; c-college; p-private; j-junior high; a-adult; t-technical; se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: National Geographic Society — METRO CODE: NG

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Song of Molasses	*9.0	3/3	2	R,S	e,s,se	(4-8) 9-a	3.5	3.5	3.5	1	0	2	0	2	0	4.5	3.5	Social Studies U.S. History English
	User comments: Booklet is useful for pre- and post-discussions and projects. Discussion is necessary.																	
NG # 33																		
Australia - Down Under and Outback	7.6	12/28	10	R,S	e,m,j,s p,se	(4) 5-a	3.8	3.6	3.7	4	5	7	2	7	2	4.0	3.4	Social Studies Geography Anthropology Sociology History Economics
	User comments: Excellent film in all respects. Students have a real feel for the geography and the people of Australia. Very accessible to J.H. school students. Useful for a general introduction to Australian habitat and culture Good view of frontier rather than urban Australia.																	
NG # 34																		
China's Changing Face	8.4	15/13	7	S,U	e,m,j,s se,p	(5-8) 9-a	3.6	3.5	3.4	4	2	5	1	5	1	4.2	3.5	Asian Studies Sociology Geography Social Studies World Affairs History Current Events
	User comments: Absolutely a must to show for any unit on China. This film was a major disappointment. Although made in 1978, it is out of date. This is true specifically concerning the communes. When talking about the Chinese you get the impression that the average person always was poor. Film was too																	
NG # 35																		
	User comments: complicated for 7th graders. Also, too much emphasis was placed on "all" Chinese carrying guns and getting ready for war. What about family life, jobs, leisure time, language and opportunities?																	
Siberia	8.3	11/30	9	R,S	e,j,s, p,se	(5) 7-a	4.0	4.0	3.8	6	1	7	0	6	1	4.3	3.1	History Geography Languages Economics Sociology Science Social Studies
	User comments: This film fit in very well with the world cultures program on present day life in Siberia. Students found film quite informative and interesting. Very good, up-to-date. Film was too long for 4th graders. Film is excellent. Gives a nice, entertaining view of Siberia and it points out many interesting things such as temperature. Photography is excellent. **																	
NG # 36																		
Energy - The Fuels and Men	9.2	18/28	10	S,U	e,j,s,p	(3-6) 7-a	3.8	4.0	3.8	7	2	8	1	6	2	4.7	3.7	Science Social Studies History Ecology Physics Energy Urban Problems Humanities
	User comments: Very good overview of the energy problem and how man has coped with his need for fuel in the past. Excellent summary of energy unit. Good historical account of energy in the U.S. with emphasis on today and the future needs of U.S. Excellent content. **																	
NG # 37																		
	User comments:																	

Explanation of code:

ratings: 1----------10 (poor-excellent)

regions: U - urban, S - suburban, R - rural

levels of schools: e-elementary, s-senior high, pa-parochial, m-middle, c-college, p-private, j-junior high, a-adult, t-technical, se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: The Tool Users (NG f 26)

Distributor: National Geographic Society

Grade level: Rural area, middle school, Grade 6

Subject taught: Social Studies

Order of use: Prediscuss, Screen, Postdiscuss

Purpose of showing film:

To supplement lesson on toolmaking by early man and, definition of a toolmaker.

Teacher comments:

Student comments: [*all sic*]

- Man wasn't the first tool makers.
- When the animals learned out useing simple tools like a stick mankind learned from them and now we use tools even more complicated then the stick.
- If any animal or man wanted to use a took they can.
- Many animals are far more intelligient than many people think.
- Everyone used tools but different tools are used different ways. And how different animals are different in using different methods.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: National Geographic Society (NG)

Number Of Years Depositing Media For Evaluation: 6

Number Of Items Placed For Evaluation During 1979-1980: 8 kits, 2 records

Production Quality: Excellent

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Colorful, consistent

Leader's Guide: Well-detailed; provided with all items

Comments:

- as in past years, a good showing; products were well utilized and drew consistently positive response
- color coding of kit parts for quick match enhances good packaging
- records are not a popular medium; low use is not reflective of quality
- users expect, and receive, a well presented program with good photography, narration, music, and thorough coverage
- consistent evidence of effort put into content selection, presentation, pacing, etc.

Worthy Of Note:

Introduction To The Amazing Universe
Out Living Constitution
Geography Of The United States

Titles Evaluated:

Cumberland Gap
Dixieland Jazz
Exploring Sea and Space
Exploring The Earth Around Us
Geography Of The United States
Pacific States
Southwestern/Mountain States
Upper/Lower South
(contd.)

Titles Evaluated contd.:

Geography Of The United States (contd.)
Great Lakes/Heartland
New England/Mid Atlantic
Introduction To The Amazing Universe
Journey Across Russia
Our Living Constitution
Saving Our Planet
Saving Our Wild Animals

NAME OF COMPANY: National Geographic Society — METRO CODE: NG

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Geography of the United States	8.9	44	11	4-7 se	7	2	3.9	3.8	5	2	5	8	4	4	0	3.5	Science Geology Social Studies Economics Geography Photography Mapping
NG k 46 A-E	User comments: Colorful, easily understood, excellent audio and information. Each set presentation exactly the same. Students loved it - applauded at end of showing - anxious to discuss. Beautiful graphics. Brief and to the point. No dittos to use for follow-up or evaluation. Might have represented states																
Pacific States - A Southwestern States/Mountain States - B Upper/Lower South - C																	
	User comments: more thoroughly. Scope of presentation. Neat, attractive, clear and fairly basic. Narration at child's level, excellent photography, teacher booklet. Excellent, up-to-date. Very well accepted by students. **																
Great Lakes/ Heartland- D New England/ Mid-Atlantic- E																	
	User comments:																
(An) Introduction to the Amazing Universe	9.4	10	5	3-6 se	4	1	4.0	4.0	4	1	2	5	4	4	2	3.9	Astronomy General Entertainment Science
NG k 47	User comments: Great Photography. Fine background information. I used it for enrichment after a unit. Fantastic filmstrip. Pictures clear, concise narration. Information given in interesting, systematic manner. Stimulates discussion. Up-to-date. Excellent narration. **																
Journey Across Russia	9.5	8	2	3-7 se	2	-	4.0	4.0	2	-	-	2	1	1	1	3.0	Geography
NG k 48	User comments: No apparent weaknesses. Strength of material is versatility. Quick look at U.S.S.R. **																
Our Living Constitution	9.0	15	3	8-9	2	-	4.0	4.0	1	-	-	1	1	1	-	3.0	Social Studies American History Government
NG k 49	User comments: Excellent summery of development of Constitution. Serves more as introduction or summery lesson on the Constitution. Excellent background and explanation of Constitution with frequent references to today.																
Saving Our Planet	9.3	7	3	K-6	2	-	3.7	4.0	3	-	-	2	2	1	-	4.0	Science Social Studies Energy Unit
NG k 50	User comments: Excellent photos, good information. Very current. Specific in detail. Technically well produced. Excellent graphics. Reinforces student's knowledge of the dangers of pollution and what can be done to lessen pollution by groups and individuals. Very meaningful presentation.																

Explanation of code:
rating: 1----------10
grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult
NA - sufficient data not available
** - student comments available

151

NAME OF COMPANY: National Geographic Society — METRO CODE: NG

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as: Complete unit	Component parts	Either/or	Best placement location: Regional center	Town-wide center	Single building	Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Saving Our Wild Animals	8.0	7	2	2-6	2	-	4.0	4.0	1	-	1	1	1	1	1	3.7	Environment
NG x 51	User comments: Could use filmstrip with younger children and teacher instruct. We invited 1st graders and 4th to see it with us (2nd gr.) and they enjoyed it as well. Excellent pictures and information that was interesting and enjoyable.																
Exploring the Earth Around Us	9.5	4	2	5-9	2	-	4.0	4.0	-	-	2	2	2	1	1	4.0	Language Photography Social Studies Science
NG x 52	User comments: Strength of material in photographs, text, teacher's guide.																
Exploring Sea and Space	8.3	8	3	3-7	1	2	4.0	4.0	2	-	1	3	3	2	1	3.2	Science
NG x 53	User comments: A little difficult for 3rd grade but adaptable with teacher input and clarification. Photos excellent. Interesting information. Comprehensive narration which isn't overly technical.																
Cumberland Gap	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NG r 15	User comments: NA																
Dixieland Jazz	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NG r 16	User comments: NA																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10
grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: Geography Of The United States (NG k 46E)

Distributor: National Geographic Society

Grade level: Suburban area, middle school, Grades 5-6

Subject taught: Social Studies

Teacher comments:

Appropriate for age level and subject area
Excellent up to date - very well accepted by students
Narration at child's level, excellent photography,
teacher booklets, key points emphasized.
good independent study

Student comments: (*all sic*)

- It told me more aboat the land wich we live in.
- It mean much to me it was interresting.
- They where ok better than the films we watch it school.
- It showed me what gose on in the states and the buity of them.
- I thought the films told alot about the New England and Mid-Atlantic states business.
- I thought that the pictures were nice and I could understand both films.
- I thought the pictures where beautiful and I think it will help me out alot on my social studys project.
- It was okay I really liked it. And I hope you send some more like that.
- I liked the pictures.)
- The film said to me that New England States have many factories.
- I think it ment alot to me and to others.

SUMMARY SHEET

BUILDING LEVEL MATERIALS

Company Name: A.J. Nystrom Company (NY)

Number Of Years Depositing Media For Evaluation: 1*

Number Of Items Placed For Evaluation During 1979-1980: 4 kits, 3 models

Production Quality: N/A

Packaging Qualities:

Durability Of Container: Average

Attractiveness Of Package: Colorful

Leader's Guide: Helpful, when available

Comments:

- company seemed reluctant to meet commitments, withdrawing one item before completion of the evaluation period
- conclusions not possible due to limited data collected
- further (continued) participation would have undoubtedly increased utilization as teachers became more aware of company's products; first-year utilization generally is below average
- models were popular items and were frequently examined in the Center (in addition to being borrowed)

Worthy Of Note:

Beginning Of Life

Titles Evaluated:

Beginning Of Life
Eye
Life Styles and Roles
Respiratory Organs
Russia
Values and Attitudes
Working With Word Problems In Math

* This company has withdrawn from participation in the METRO program as of July 1, 1980.

NAME OF COMPANY: A.J. Nystrom Co. METRO CODE: NY

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Russia	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: Withdrawn (by company) prior to end of evaluation year.																
NY k 1																**	
Life Styles and Roles	8.0	5	1	11-12	1	-	4.0	4.0	1	-	-	1	1	-	-	3.0	Sociology Child Development
	User comments: Gives good overview of different lifestyles. Handouts are good.																
NY k 2																	
Values and Attitudes	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
NY k 3																	
Working With Word Problems in Math	8.5	14	5	3-8	5	-	3.8	3.8	2	1	4	4	4	4	1	3.0	Language Reading Math
	User comments: Very slow for keeping interest (7-8th graders). Does excellent job of explaining how to solve word problems. Colorful. Speed can be controlled. Motivational. Excellent approach to topic that can be difficult. Excellent worksheet included.																
NY k 4																	
(The) Eye	8.0	6	2	4-8	1	1	4.0	4.0	1	-	1	1	1	1	-	2.9	Health Science
	User comments: Students enjoyed and seemed to learn from individually examining the model. A little too technical. A cross section could also have been used. Strength of material: hands-on. Visually interesting.																
NY md 1																	
Respiratory Organs	10.0	7	1	8-12	1	-	4.0	4.0	1	-	-	1	1	1	1	4.0	Life Sciences Health
	User comments: NA																
NY md 2																	
Beginning of Life	9.0	16	4	7-12	3	-	3.8	3.8	4	-	-	3	2	1	1	3.6	Science Family Education Physical Education Home Economics Child Development Biology
	User comments: Explicit, factual presentation in an understandable, human form. Not all months shown. Can be handled. Is sturdy. Definitely needs to be supplemented. Life size, three dimensional.																
NY md 3																	

Explanation of code:
rating: |----------|10 grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult

NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: Russia (NY k 1)

Distributor: A.J. Nystrom, Company

Grade level: Suburban area, junior high school, Grades 7-9

Subject taught: Geography

Teacher comments:

visual overview of the country

Student comments: *(all sic)*

- ... It also told me how many people had to suffer to make their country better.
- The music was kind of sad.
- Russia is a better place than I thought it was.
- That Russia was a backward country and moved to one of the most modern country's in the world.
- Russia suffered alot and became a good country. It was a good movie to learn from.
- The Russia people had to live through agony.
- There pretty good, because I learned stuff I never knew.
- I understand about thier leaders and government better.
- It told me all about Russia and what they had to go through.
- Russia was a very strict country, but now it has straitened out. I liked the movie alot.
- A backward screwed up country could become a great and powerful one.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Pathescope Educational Media (PEM)

Number Of Years Depositing Media For Evaluation: 4

Number Of Items Placed For Evaluation During 1979-1980: 2 kits

Production Quality: N/A

Packaging Qualities:

Durability Of Container: Average

Attractiveness Of Package: Consistent

Leader's Guide: Helpful when available

Comments:

- limited number of items placed for evaluation prevents summary comments
- in the past this company has been well received by users, but has placed more variety of products for evaluation
- low demand for career materials may explain limited use of one item

Worthy Of Note:

Titles Evaluated:

Careers In Repair Work
Patterns Of Civilization - Lessons From The Past

NAME OF COMPANY: Pathescope Educational Media METRO CODE: PEM

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Careers in Repair Work PEM k 101	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
Patterns of Civilization: Lessons From the Past PEM k 102	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments: NA																
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10
grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

SUMMARY SHEET

Company Name: Phoenix Films, Inc. (PH)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 1

Number Of Items Placed For Evaluation During 1979-1980: 25

Composite Rating Of All Films Evaluated: 8.10

Bookings:

Maximum: 19
Average: 10.4

Screenings:

Maximum: 26
Average: 13.4

Average Number Of Evaluations Received: 6.9

Comments:

- very good overall results for a first-year participant
- large number of titles placed is indicative of more than token interest in evaluation
- films cover a great many subject areas; most are multidisciplinary
- major subject strengths are shown in language arts, children's literature, social studies, values, film study, and science
- target audiences cover all age ranged; many titles suggested for use from upper elementary through adult
- accuracy generally rated good to excellent
- production quality also well rated, with comments on creative approach, music, and photography
- films brought considerable commentary from users, generally indicative of positive reactions
- not all comments positive; many titles drew contrary reactions from users
- overall feeling is for affective films which effectively provoke discussion

Upper 25%:

Ballad Without End
How The Mole Got His Trousers
Ira Sleeps Over
Marketing The Myths
(The) Mole and the Car
(The) Mole and the Egg
Shout It Out Alphabet
Thank You M'am

Titles Evaluated:

Ballad Without End
Carole I Love You
Changeling
Don't
Hot Spot
How The Mole Got His Trousers
In Continuo
(An) Incident
Ira Sleeps Over
Light Of Faith
(The) Little Sunshade
Marketing The Myths
Menstruation - Linda's Film
(The) Mole and the Car
(The) Mole and the Egg
Next Door

(contd.)

Special Comment: "The Mole and the Car", with a 9.9 composite rating, shared second place in the "most highly rated film" category, receiving nearly perfect ratings across the board.

Titles Evaluated continued:

Rodeo
Sand
Satellites Of The Sun
Shinnecock - Story Of A People
Shout It Out Alphabet
Thank You M'am
Two, Three, Fasten Your Ski
Walk
Who Has Lost A Giraffe?

NAME OF COMPANY: Phoenix Films, Inc. METRO CODE: PH

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Hot Spot	7.8	12/26	8	S	e,m,j, sa	(K-2) 3-7 (8-a)	3.9	3.9	3.8	4	3	7	0	6	1	3.9	3.5	Music Appreciation Art Geology Creative Writing Science Instrumental Music Vocal Music
PH f 1	User comments: Excellent film for color and emotion in music. Good film to show texture and color in music. Students should be pre-set to unders and that film will not be narrated. Students enjoyed film both with and without sound, but many did complain at the lack of sound in the first showing. Excellent way to introduce students to one form of classical music. **																	
In Continuo	*4.5	2/2	2	S	-	4-a	4.0	3.5	2.5	1	0	1	1	1	0	1.0	-	Filmmaking
PH f 2	User comments: This was filmed in what must be (I hope) the world's grimiest slaughterhouse. This film seems to want to disgust the viewer more than shock or cause thought. Every aspect is deliberately chosen to disgust, not document. NOT for public schools or general adult audiences.																	
Walk	6.4	11/8	6	R,S	e,m,a sa	(K-8) 9-a	2.0	2.8	2.4	3	2	5	0	4	1	3.3	2.1	Art Language Entertainment
PH f 3	User comments: Too much gray area. Good for working on puppets. Music excellent. **																	
(The) Mole and The Egg	9.7	14/16	9	R,S	e,se	K-3 (5) (11-12)	4.0	3.9	4.0	7	1	9	0	9	0	5.0	4.0	Filmmaking (11-12) Values Reading Story Time Language Arts Human Relations
PH f 4	User comments: Excellent for creative writing of own narration. Good for social studies unit on "Goods and Services"; background music very stimulating and appropriate. Students asked to see it again. Most entertaining - with a real message. Delightful, humorous film that can be enjoyed by all. A fine film.																	
(An) Incident	8.0	10/13	6	R,S	s	(5-8) 9-a	3.4	3.3	3.3	6	0	6	0	6	1	3.5	3.3	Psychology Sociology English Mental Health Values /Religion Animation/Death Behavior/Guidance Language Arts
PH f 5	User comments: We used the film for an impromptu (journal) writing which allowed students to react on a very individual basis. Strong - very strong emotional impact. It is a easy to work with look at the controversial issues of suicide, media, human greed, etc. Students did express the view that the film was thought-provoking and well done. **																	
Sand	9.0	9/5	3	R,S	s	(K-9) 10-a	4.0	3.7	4.0	3	0	3	0	2	1	4.0	3.0	Psychology Art Composition Filmmaking Music Appreciation Animation
PH f 6	User comments Excellent movie for a filmmaking class! **																	
Who Has Lost a Giraffe?	7.9	10/20	14	R,S	e,se	K-5 (10-12)	3.4	3.6	3.5	11	3	14	0	14	0	4.2	3.5	Children's Lit. Values /Manners Language Arts Feelings Science Social Studies Creative Writing Film Study
PH f 7	User comments: Good story line involving morality of theft, self-gratification responsibility for actions of others, etc. Humor holds audience attention. Animation technique is good, though not novel. Film is, perhaps, a bit too long. Excellent portrayal of what "might" happen if you take something that doesn't belong to you. **																	

Explanation of code:

rating: ---------- poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Phoenix Films, Inc. METRO CODE: PH

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Shout It Out Alphabet	8.4	15/15	9	R,S	e	K-3	3.9	3.9	3.9	5	3	8	0	7	0	4.7	3.3	Reading Language
PH f 8	User comments: Non-narrative hand drawn and picture cartoons very creatively present all the letters of the alphabet. Good review of alphabet, but some of the pictures to identify might be difficult for K and First. Children really enjoyed calling out the things that began with the particular sound																	
	User comments: wanted. Clever animations. Particularly good for the few who hadn't had very much sound discrimination background. This is a good film for first grade. Interest and enjoyment levels were high. **																	
Changeling	7.9	13/7	6	R,S	e,se	K-5 (6-9)	3.7	3.7	3.5	5	1	6	0	6	0	4.5	3.6	Language Social Studies Values Creative Writing Entertainment
PH f 9	User comments: Children enjoyed it. Laughed at times. Great. Used for further writing and discussion of accepting differences.																	
Carole I Love You	7.9	8/12	7	R,S	e,m,j, s,p,se	(3) 4-6 (7-12)	4.0	3.7	3.5	6	0	5	1	7	0	4.6	3.5	Enjoyment Language Arts Guidance/Values Clarification Sociology Psychology Personality Reading /Health Home Economics
PH f 10	User comments: Excellent example of how "puppy love" takes many forms. My classes loved it (Grade 6 as well as grade 12). A very enjoyable film depicting the first signs of boy-girl interest. Many of the students could relate to this. The photography was above average. Most of the boys said they would not have accepted the challenges in return for the love of the girl. **																	
Ira Sleeps Over	8.8	12/22	13	R,S	e,se	K-4 (5-6)	3.8	3.8	3.8	13	0	13	0	13	0	4.4	3.7	Feelings Language Arts Children's Lit. Family Life Guidance Sociology/Reading Mental Health Entertainment
PH f 11	User comments: Good film for eliciting "growing-up" compositions. Very relevant to children this age. Excellent for expression of feelings, peer pressure. Very true to life. Allow children time to verbalize feelings. Story is good; characters real (especially the "voice of doom" sister). Story/																	
	User comments film should appeal to all youngsters who question how "grown up" they must be/act. Helps children to understand themselves and others and their feelings. **																	
(The) Mole and the Car	9.[illegible]	17/19	11	R,S	e	K-3 (4-5)	4.0	4.0	4.0	9	0	11	0	11	0	5.0	3.9	English Social Studies Filmmaking Language Arts Enjoyment Creative Writing Reading Moral Values
PH f 12	User comments: Held children's interest. Was fun to watch. This is an excellent film that the children thoroughly enjoy. I'd show it over and over again. It was truly terrific. Children enjoyed the music and the moods it stimulated.																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Phoenix Films, Inc. METRO CODE: PH

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Don't	8.7	6/5	3	R,S	e,m	(K-4) 5-e	4.0	4.0	4.0	3	0	3	0	3	0	4.7	3.5	Science Language Arts Creative Writing Humanities Social Studies Environmental Education
PH F 13	User comments: There is no dialogue in this film, but the photography is so outstanding that it easily captivates the students. A light film - very enjoyable and relaxing. Beautiful photography. Many of the students could not stand to watch insects eating each other.																	
Menstruation-Linda's Film	7.0	5/9	5	R,U	e,s	(7-9) 10-e	4.0	3.7	3.3	3	0	3	0	4	0	2.3	4.0	Health Education Physical Education Science
PH F 14	User comments: Valuable, humorous, interesting - good for this age group (10-12th grade). Too much for 6th, 7th and 8th graders. Very favorable response. Sr. high felt this film was unsuitable for younger students and they were embarrassed in a mixed group. Well done. Deals frankly with all aspects of menstruation - physical and psychological.																	
Shinnecock: Story of a People	6.5	11/5	4	S	s,p,se	(3-6) 7-e	3.3	3.3	3.0	2	1	3	0	2	1	3.3	2.4	Social Studies American History Sociology Anthropology Art
PH F 15	User comments: Very detailed account of early history - Indians vs. Europeans without assigning blame. Photography good. So many drawings were used that at times I thought it was a film strip. So much more creativity could have gone into this film which was entitled "Shinnecock", but might more appropriately been described as a film on Long Island Indians. **																	
How the Mole Got His Trousers	8.8	16/10	9	R,S	e,se	K-5	3.7	3.4	3.7	5	2	8	0	7	1	4.4	3.5	Reading Language Arts Social Development Science /Fables Literature Enjoyment
PH F 16	User comments: Excellent for sequencing. Very enjoyable animated story for young children. Imaginative, yet factual in its explanation about flax and its uses. Good example of an animal fable and problem solving with organization of thoughts - working together. **																	
Next Door	*-	6/2	2	S	e,s	9-12	4.0	4.0	4.0	1	0	1	0	0	1	-	2.8	Social Studies
PH F 17	User comments:																	
Satellites of the Sun	5.2	13/19	9	R,S,U	e,j,a t,se	4-e	3.4	3.3	2.9	7	2	9	0	8	0	2.8	2.8	Science Language Arts Gifted Writing Astronomy Geography
PH F 18	User comments Good film for pre-solar system lesson. Not used - too "far out". Excellent animation of solar system. Re-creation of trip through solar system very well done. Very vague - not chronological. Could not tell what was fact and what was artist's conception of future. **																	
Two, Three, Fasten Your Ski	7.8	7/8	4	S	e,m,j, se	(K-5) 6-12 (11-e)	4.0	3.8	3.8	3	1	4	0	4	0	4.3	3.7	Social Studies Physical Education Values
PH F 19	User comments: Excellent film, treated subject well, very motivating. Film does excellent job of making viewers aware that the "handicapped" are people and want in most cases to be treated as such. **																	

Explanation of code:

rating: |----------| 0
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation

** - student comments available

NAME OF COMPANY: **Phoenix Films, Inc.** METRO CODE: **PH**

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Thank You M'am	8.8	9/13	8	S	e,m,j, s,se	4-s	4.0	3.9	3.9	7	0	8	0	7	0	4.5	3.7	Black History Short Story Literature Values Sociology English Child Development Composition Filmmaking Writing
PH f 20	User comments: Finally!!! Excellent translation of the short story. Support role of black writer in Black History Month. Great to compare the short story with the movie. Excellent for a "techniques" use. Different "twist" for the results of stealing. Excellent for open-ended discussion. Keeps students attention. Followed the story exactly. **																	
Rodeo	7.1	11/18	11	R,S	p e,m,j,s se,t,ps	(K-4) 5-s	3.4	3.3	3.2	9	1	9	1	9	1	4.1	3.5	Visual Literacy Reading /Values Language/Drama Social Studies Creative Writing Cultural Studies Physical Education Filmmaking/Health Career Education
PH f 21	User comments: Shows a singlemindedness of purpose. Does not present any of the problems of life on the rodeo circuit, does not mention the opposition to rodeo by people who are concerned about the treatment of animals. Well constructed film. Builds slowly, but surely, largely through careful editing. Poor color balance in many scenes. A good montage piece; it captures the feel of "backstage" at a rodeo very well. Excellent photography. Excellent close up shots and slow motion. **																	
Ballad Without End	9.2	8/18	6	R,S,U	p,j,s	(7-9) 10-s	3.4	3.6	3.5	5	0	5	0	5	0	4.8	3.6	History Sociology Philosophy Humanities Human Relations War Protest/WW II Filmmaking Psychology Short Story
PH f 22	User comments: The story was good, not contrived. The music and lyrics were just right and helped to add to the timeless atmosphere. Brings out the emotions of men in war and how they try to cope with its horror. This film is very deep and I found that it had to be used with higher level kids than what the catalog indicated (jsca). **																	
Light of Faith	*10.0	4/2	2	S	s,se	9-s	4.0	3.8	4.0	2	0	2	0	2	0	4.0	3.0	Film History Survey of Film
PH f 23	User comments: An excellent example of an early Lon Chaney film. Our kids watched attentively but (1) don't enjoy black and white, and (2) some have difficulty reading the captions (spec. ed. class). **																	
Marketing the Myths	9.0	9/19	7	R,S	s,j,s, t,se	(3-6) 7-s	4.0	3.7	3.8	6	1	7	0	6	0	4.7	3.3	English/Business Sociology Psychology Propaganda Communications Distributive Ed. Advertising Economics / S.S. Consumer Ed.
PH f 24	User comments More than discussion is needed for kids to secure the most from the film. Very good film. Excellent display of unique and interesting commercials. Excellent for displaying to students the "appeal" of TV commercials and advertising in general. Students enjoyed seeing foreign commercials especially.																	
(The) Little Sunshade	7.3	12/10	8	R,S	s,se	K-4 (9-s)	3.4	3.3	3.3	5	3	8	0	5	2	3.9	3.2	Creative Writing File Study Entertainment Art Music Reading Literature
PH f 25	User comments: There is no dialogue (missed by 5th graders). Students were intrigued by the methods used to make the figures move more than by the action. Some confusion following story line. Children found it boring. Very little plot.																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Two Three Fasten Your Ski (PH f 19)

Distributor: Phoenix Films, Inc.

Grade level: Suburban area, middle school

Subject taught: All

Order of use: Preview, Screen, Postdiscuss

Purpose of showing film:

To expose students

Teacher comments:

Film does excellent job of making viewers aware that the "handicapped" are people and want in most cases to be treated as such.

Student comments: *(all sic)*

- They can do every thing every one else can do and they don't want people being super polite around them they want you to act normal around them.
- When people think of them as handycap it is sad. They can do the same thing.
- If your crippled you don't have to be pittied and sit in a rocking chair.
- I think it say's that anyone can do anything if they try.
- I should not make fun of people that are diffent.
- If you put your mind to it anyone cay do anything.
- Some handicapped people can do things normal people can.

STUDENT COMMENT SAMPLING

Title of film: Hot Spot (PH f 1)

Distributor: Phoenix Films, Inc.

Grade level: Suburban area, elementary school, gifted, Grades 4-6

Subject taught: Geology

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

To be introduced to volcanoes

Teacher comments:

Students should be preset to understand that film will not be narrated.

Student comments: (*all sic*)

- It gives a very good idea what volcanos are like, but it was too beautiful. It was a nice film but I wouldn't want to be there to film it.
- How exciting and phonomenal a volcano is.
- It was good. The pictures were neat, the sound was like Dracula playing the organ.
- I was awed.

SUMMARY SHEET

Company Name: Pyramid Films (P)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 7

Number Of Items Placed For Evaluation During 1979-1980: 26

Composite Rating Of All Films Evaluated: 8.55

Bookings:

Maximum: 23
Average: 11.5

Screenings:

Maximum: 35
Average: 17.3

Average Number Of Evaluations Received: 6.3

Comments:

- an extremely wide variety of target areas; major strengths include language arts, social studies, and fine arts, especially film study and filmmaking
- all age levels reached, with emphasis on secondary to adult audiences, though many films span upper elementary to adult
- most titles have broad multidisciplinary applications
- accuracy, production quality, and content selection all rated good to excellent
- films have emotional impact and stimulate audiences, both teachers and students
- although not all comments were positive, "excellent", "well done", "good technique", etc., are repeated many times in user remarks
- high level of creativity evident in most titles
- extremely popular with teachers of media, film study, and filmmaking classes

Upper 25%:

Claymation
Hardware Wars
In Search Of Sharks
Jimmy The C
Meadowlark Lemon Presents The World
Mindscape
Recorded Live

Titles Evaluated:

All About Fire
All About Music
Arthur and Lillie
Bead Game
Claymation
Conquest Of Light
Gasoline And How To Stretch It
Hardware Wars
In Search Of Ghosts
Jimmy The C

(contd.)

Special Comment: One title evaluated this year, "Claymation", was evaluated by ten users and was given the highest possible ratings from all of them: a perfect 10.0 composite rating, perfect 4.0's in accuracy, production quality, content selection, and student interface, and a perfect 5.0 in meeting users' objectives. Although two or three others films have, in the past, achieved 10.0 ratings, none, to our knowledge, has combined that with maximum scores in every other category.

Titles Evaluated continued:

Kosciuszko-An American Portrait
Listen To The Mountains
(The) Making Of A Live TV Show
Meadowlark Lemon Presents The World
Mindscape
Music Of The Spheres
N.Y. N.Y.
Peanuts To The Presidency
Poland-The Will To Be
Recorded Live
Rendezvous
Sisyphus
Step By Step
Turkiye
Walk In The Forest

NAME OF COMPANY: Pyramid Films METRO CODE: P

Title and METRO code #	Composite rating	Number of bookings / $	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ $					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Making of a Live TV Show	6.6	13/9	6	R,S,U	e,p,se,t	7-a	3.3	3.2	3.0	2	3	4	1	4	1	3.4	4.0	English Media Drama Social Studies
P f 109	User comments: Found the film to be most effective for my specific course (Visual Literacy).																**	
Peanuts To Presidency	7.5	16/34	6	R,S	j,s,se,t	(7-8) 9-a	3.7	3.7	3.7	5	1	5	1	5	1	4.3	3.5	Government Journalism Social Studies History Contemporary Issues Mass Media
P f 110	User comments: She really discusses the candidates (Democratic) heading for the nominating convention. Really a great film. Good film dealing with the process of primaries and nominations and the selling of the presidency.																	
Coleridge: The Fountain and the Cave	9.2	5/3	3	R,S	s	10-a	4.0	4.0	4.0	3	0	3	0	2	0	4.7	3.5	English Literature Poetry Biography
P f 111	User comments: Well planned, very carefully executed, but tends to be pedantic. Could be more effective with younger (10-11) audiences if it were shortened by 50%. Good information on Coleridge's life; good poetic readings; most visuals very good.																**	
Poland: The Will To Be	*6.5	6/2	2	U	s,p,se	(9) 10-a	4.0	4.0	3.0	1	1	1	0	1	0	-	-	Sciences Sociology History European History Religion
P f 112	User comments: Too long. A shame because it's good. From James Michener's World narrated by author. Dwells on Poland's topography and how this affects her history. Quite a few topics covered. Some real highlights: (1) interview with their Cardinal Wojtyla (now John Paul II); (2) Auschwitz; (3) sensitive appreciation of Poland's determinism.																	
In Search of Ghosts	8.5	23/23	11	R,S,U	m,j,s,p,se,t	(4-7) 8-a	3.2	3.3	3.1	9	2	11	0	11	0	4.6	3.5	General Science Psychology English Parapsychology History Composition
P f 113	User comments: Interesting! Very good. An introduction to the world of psychic phenomena...wanted my students to realize that there are strange occurrences which cannot be adequately explained by logic or reason.																**	
Arthur and Lillie	9.7	3/5	3	S	s,p,se	(7-9) 10-a	4.0	4.0	4.0	3	0	3	0	3	0	5.0	4.0	Philosophy Film Study History Aging
P f 114	User comments: Excellent film! What an insight into old age and what it can be. Convalescent home participants loved it. Said it made them think. A very warm, intimate and moving film. The interview format combined with reminiscent old photographs and candid views of Arthur and Lillie's life works very effectively. A lovable couple and film.																	
Walk In the Forest	8.6	14/18	9	R,S	e,m,j,s,p,se	(K-5) 6-a	3.8	3.9	3.8	9	0	9	0	9	0	4.6	3.5	Science /Nature Guidance Social Studies Reading Film Study Ecology Conservation Values
P f 115	User comments: Summary of the interrelationships between two separate teaching units such as Plants and Animals. Beautifully photographed, but much too long for tempo of film. Low key narration and music doesn't hold interest. Excellent in every respect. Beautiful, exciting film. Held the attention (2nd grade) even though long. The film was decidedly biased for man's																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U = urban S = suburban R = rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Pyramid Films METRO CODE: P

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: control of the forest. A bit too staged and at times not accurate. Narration was good, as were some of the thoughts raised.																	
Gasoline and How to Stretch It P f 116	7.0	12/16	8	R,S	e,j,s,se,t	(6-8) 9-a	3.8	3.4	3.4	4	4	6	2	5	3	3.9	2.9	Energy /Ecology Business Power Mechanics Driver Education Science Consumerism Current Problems Social Studies
	User comments: Simple ways of saving gas done in Hollywood style. A fine film. Well done. Very useful for conservation. Illustrates physics and chemistry principles. **																	
Turkiye P f 117	*7.0	3/3	2	R	s	(5) (11-a) 6-10	4.0	4.0	4.0	1	1	2	0	2	0	1.0	1.0	Art Geography History Travelogue
	User comments: Absolutely gorgeous! Shots were of a paradise - no hungry, sick, poor, but that wasn't the point of the movie. Showed how modern life and ancient traditions co-exist in country. No narration, just musical background. It reminds me of a travel film.																	
All About Music P f 118	8.6	8/29	5	R,S	e,m,se,p	(6-8) K-5	3.6	3.8	3.6	5	0	5	0	5	0	4.6	4.0	Music /Art History Social Studies Reading Recording Vocal Music Creative Arts Filmmaking
	User comments: Helpful to explain storyline before showing - since narration is difficult to understand, especially for Kindergarten. Very entertaining and informative movie. Not one level of children (K-8) disliked it. Very good. This is an excellent presentation. The children related to the film																	
	User comments: very well. I highly recommend it. Terrific!																	
Kosciuszko - An American Portrait P f 119	7.7	4/5	3	S	j,pa	(5-6) 7-a	4.0	4.0	4.0	2	0	2	0	3	0	3.3	3.0	Humanities History English Biography
	User comments Students really enjoy films such as this that present historical dramas. Engineer who sets defenses clarify role he played in American Revolution. Good supplement to regular curriculum. Film was enjoyed by students. Actual locations with an emphasis on military engineering. **																	
N.Y. N.Y. P f 120	6.9	12/11	7	R,S	j,s,se,p	(3-8) 9-a	3.7	3.6	3.4	5	2	6	1	5	2	2.9	2.6	Art Music Film Study English Filmmaking Photography
	User comments: The film seems best suited for classes in visual media. Excellent film techniques. Very interesting film. Students enjoyed the humor of the film as well as the art, music, etc. Good for special ed.																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Pyramid Films METRO CODE: P

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Claymation	10.0	19/23	10	R,S	e,m,s	7-e (4-6)	4.0	4.0	4.0	9	0	9	0	9	0	5.0	4.0	Writing Art Humanities Animation Visual Literacy Film Study Filmmaking Music Values and Patience
P f 121	User comments: Excellent because it shows the process that animators go through to create animated films. Excellently done film on animation techniques. Student comment - "Let's make one!" Even the beginning animator can profit from the visuals here. Film classes were especially interested. This is the best film I've seen on this subject matter.																	
Listen to the Mountains	8.7	15/12	6	R,S	j,s,se,t	(K-5) 6-e	4.0	4.0	4.0	5	1	6	0	6	0	4.4	3.5	Language /Film Geography of U.S. Humanities Health Social Studies Environmental Science Reading/Recreation Physical Education
P f 122	User comments: Beautifully done. Great color. Leads to good discussion. Beautiful film. Mostly well received by students. Shows high Alpine environment well. Good for enrichment or in-depth study of mountains. **																	
Meadowlark Lemon Presents The World	9.0	14/35	16	R,S	e,m,j,se	(K-3) 4-7 (8-e)	4.0	4.0	3.9	13	1	15	0	16	0	4.8	4.0	Social Studies Geography Mapping Enjoyment Film Study
P f 123	User comments: Highly motivating for all levels. To the point. Covered specific points. One of those "easy learning" movies. If this is part of the back to basics movement, we're all in for good times! Excellent film. Both 5th and 6th grades were involved and drawn in by film. Several asked to see it again. No one talked. Great. An exceptional film that will make a permanent mark on teaching map skills to grades 4 and 5. Explains concepts in a simple manner. A fun film on mapping. Very creative, imaginative film. Meadowlark's whole personality shines through. Terrific. KIDS LEARN. **																	
Hardware Wars	9.5	21/31	13	R,S	e,m,s,se,a	(K-4) 5-e	4.0	3.9	3.8	8	4	13	0	13	0	4.8	3.8	Composition Creative Writing Filmmaking Literature Satire Science Fiction Social Studies Language/Science Dramatics /Art
P f 124	User comments: Superb use of satire on Star Wars. Great for use of imagination. Explanation of farce, spoof. Ingenious use of household materials. Super film. The kids really enjoyed it. The second viewing is important as they are able to pick up things they didn't notice the first time. Well received. Superb parody. **																	
All About Fire	8.8	8/7	5	S	e,se	(6-e) K-5	4.0	4.0	3.8	5	0	5	0	4	0	4.8	3.6	Health Science Safety Social Studies Fire Prevention Home Economics
P f 125	User comments Entertaining and informative. Good safety information, presented with just enough humor to hold a young audience's interest and still be acceptable to older groups. It can be used as a basis for discussion of ways to make home safe prior to a home safety check. Excellent.																	
Conquest of Light	-	2/-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
P f 126	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Pyramid Films METRO CODE: P

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Mindscape	9.7	12/10	5	S	s	4-s	4.0	4.0	4.0	5	0	5	0	5	0	5.0	3.4	Art Writing Creativity Psychology Filmmaking Discussion
	User comments: Fantastic animation technique. Content open for very broad and varied interpretation; a highly unusual film. Excellent. Fantastic.																**	
P f 127																		
Bead Game	8.3	14/11	7	R,S	s,a	(K-8) 9-a	3.6	3.9	3.9	6	1	7	0	6	1	4.8	3.8	Humanities English Creative Writing Art /Science Social Studies Photography Film Study Evolution/Biology Animation
	User comments: Excellent and unusual animation technique. "Mind-boggling", absolutely fantastic example of animation. Demonstrates the film technique very well. Terrific film - quite an emotional impact.																	
P f 128																		
Rendezvous	9.1	12/8	6	S	s,j,a	(3-6) 7-a	3.8	3.7	3.8	6	0	6	0	6	0	4.0	3.7	French Filmmaking English Creative Writing Driver Education Social Studies
	User comments: Take a wild ride through the streets of Paris in the early hours of the day in a Ferrari! While not 3-dimensional, you ride every bump, turn, every corner, and duck where necessary! Attracts a rather large audience. Excellent single shot film. The film "captures" the audience. Probably best used in a filmmaking class as an example of one long shot.																**	
P f 129																		
Sisyphus	7.0	14/10	7	R,S	s,a,aa	(6-a) 9-a	3.4	3.6	3.3	6	0	6	0	3	1	3.3	2.8	Art Visual Literacy Filmmaking Psychology Myth Composition
	User comments: Technique is good. Sound track is good. Film is short enough to demonstrate technique and tell the story. Excellent animation. Combination of visual and auditory - great impact. Tell myth to class first - necessary for understanding.																**	
P f 130																		
Recorded Live	9.2	13/18	7	S,U	s,j,a, aa,t	4-a	3.8	4.0	4.0	6	0	6	0	6	0	4.9	3.9	Creative Writing Filmmaking Communication Courses Language Arts Psychology
	User comments: Good example of an effective, low budget, easy to produce, student made film. Excellent. Shows animation technique. Film is very imaginative and creative.																**	
P f 131																		
Step By Step	*4.0	7/2	2	S	j,aa	9-a	2.0	3.0	2.0	2	0	2	0	2	0	2.0	2.0	
	User comments																	
P f 132																		
Music of the Spheres	8.0	7/14	2	S	s	K-6	3.5	4.0	4.0	2	0	2	0	2	0	4.0	3.6	Art Movement Music
	User comments: Excellent film. Very graphic and colorful.																	
P f 133																		

Explanation of code:

rating: |----------| 10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Pyramid Films METRO CODE: P

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible applications in
	max. 10.0	/s					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Jimmy The "C"	9.4	22/34	13	R,S	e,m,s, se	(K-5) 6-e	3.7	3.8	3.7	12	1	13	0	11	2	4.9	3.5	Social Studies Art Political Science History Filmmaking English Animation Techniques Satire
P F 134	User comments: An excellent film to show to get a chuckle. It stimulates good discussion within the classroom. Some may be offended by how one "president" is presented. Excellent 3-D clay animation. All students that viewed this film expressed very positive comments re: genre, entertainment																	
	User comments: factor, political innuendos. The students really enjoyed the film. Much laughter.																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Hardware Wars (P f 124)

Distributor: Pyramid Films

Grade level: Urban area, private, special education, Grades 9-12

Subject taught: English

Order of use: Preview, Screen, Postdiscuss

Purpose of showing film:

I saw it at Pat Mende's program and wanted to share it with friends, co-teachers, and students

Teacher comments:

Superb parody

Student comments: *(all sic)*

- Thanks for giving us the oppertunity to see Hard Ware Wars.
- Keep making these type of movies and put them in the movie theaters. Actually, that was better than the real star wars.
- Short but terrific.
- The special effects were good.
- I thought that "hardware Wars" was an excellent satire on the movie Star Wars and the fad that went with it. ... They used classic comedy devices such as playing with the names ... they were very creative at times at showing how unsegnificant Star Wars was compared to what wat it built up to be.
- The imagination for this parody was great. The humor was simple and what I thought was spontaneous. What I didn't like though was the dubbing in of voices.
- I myself really enjoyed the flim. I like the way they followed the orig. movie. The spoofs on their names were funny and the idea was clever.
- It was what I expected. It was a good show.

STUDENT COMMENT SAMPLING

Title of film: Koscuiszko (P f 119)

Distributor: Pyramid Films

Grade level: Suburban area, parochial, junior high, grade 7

Subject taught: U.S. History

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

How the Revolutionary War was difficult and not so easy as so many texts depict

Teacher comments:

Students really enjoy films such as this that present historical dramas. This is the type of film I like to use as a supplement.

Student comments: (*all sic*)

- Thaddeus Kosciusko was a partiot. He was a genius at designing forts that were able to keep out other troops.
- It told about a Polish guy who planned a fight. He won two great battles the one at West Point and the one at saratoga.
- Kosciuszko was a very brave and important man to America.
- Even that America wasn't Koscuiszko home lands and Poland was, he helped America, and bought us to fight.
- It was about how one man changed losers into winners.
- Thaddius Koskucsko was a hero but in the begging nobody listened to him so they lost one of there forts.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Random House (RH)

Number Of Years Depositing Media For Evaluation: 4

Number Of Items Placed For Evaluation During 1979-1980: 3 kits

Production Quality: Good

Packaging Qualities:

Durability Of Container: Average

Attractiveness Of Package: Colorful and consistent

Leader's Guide: Helpful when available

Comments:

- limited number of items placed for evaluation makes generalizations difficult
- company has received positive response in past years; this year's showing, though based on limited data, appears to be similar
- audience and subject matter limited to elementary level language arts

Worthy Of Note:

Titles Evaluated:

Beginner Books Filmstrips
Let's Find Out
Sights And Sounds Filmstrips

NAME OF COMPANY: Random House, Inc. METRO CODE: RH

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Let's Find Out RH k 28	9.0	3	1	2	1	-	4.0	4.0	-	-	1	1	1	-	-	-	Language Arts
	User comments:																
Beginner Books Filmstrip RH k 30	9.0	4	1	K-5	1	-	4.0	4.0	-	-	1	1	1	-	-	4.0	Language Arts
	User comments: Excellent selection of subjects.																
Sights and Sounds Filmstrip RH k 31	6.7	7	3	K-1	2	0	3.7	3.7	1	0	2	3	3	2	0	3.3	Language Arts Reading Storytelling
	User comments: Good pictures, interesting stories for the children. Generally very good. Sound was not always clear on louder volumes - super to reinforce or stimulate books! Good mixture.																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

SUMMARY SHEET

Company Name: Scholastic Magazine (SM)

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 2

Number Of Items Placed For Evaluation During 1979-1980: 2

Composite Rating Of All Films Evaluated: 7.0

Bookings:

Maximum: 6
Average: 5

Screenings:

Maximum: 11
Average: 11.0

Average Number Of Evaluations Received: 2.5

Comments:

- no generalizations possible due to limited number of films placed for evaluation

Upper 25%:

Titles Evaluated:

Bon Anniversaire
Sur La Tour Eiffel

NAME OF COMPANY: **Scholastic Magazine** METRO CODE: **SM**

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Sur La Tour Eiffel	7.0	6/11	3	S	m,j,s	(9) 10-a	3.0	3.0	3.0	2	1	2	0	2	0	3.3	2.3	French
SM f 1	User comments: This film, all in French and a bit dated, did not have the appeal for beginning French students that it might have done for more advanced students. Very good series. I especially like the commentary that is written out. Students were interested by story and had many questions afterwards. **																	
Bon Anniversaire	*5.5	4/8	2	S	m,j	7-12	2.5	2.5	2.0	1	1	1	0	1	1	3.0	2.0	
SM f 2	User comments: Sound is poor.																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Sur La Tour Eiffel (SM f 1)

Distributor: Scholastic Magazine

Grade level: Suburban area, junior high

Subject taught: French

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

1) build listening comprehension
2) acquaint students with French

Teacher comments:

Students were interested by story and had many questions afterwards.

Student comments: (*all sic*)

- The French live just about the same way as we do.
- This movie shows wonderful news of Paris, and shows how people act, (in general).
- The movie gave a good panoramic view of Paris from the Eiffel Tower and it also showed some of the different foods the French people eat.
- I thought the movie said that French people are very friendly. It, also showed brief pictures of the important buildings in Paris. I liked them.
- I learned about Paris and about the people, even though there were things I didn't understand.

SUMMARY SHEET

BUILDING LEVEL MATERIALS

Company Name: Scholastic Magazine (SM)

Number Of Years Depositing Media For Evaluation: 1*

Number Of Items Placed For Evaluation During 1979-1980: 14 kits, 2 cassettes, 1 sound-slide program

Production Quality: Good to Excellent

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Colorful, but inconsistent

Leader's Guide: Not always supplied; those available pay careful attention to detail

Comments:

- wide variety of subject matter
- materials available for all age groups
- utilization overall very good, though somewhat erratic
- items used elicited extensive favorable comments
- generally appealing to audiences

Worthy Of Note:

Images Of Man
World View

Titles Evaluated:

(The) Age Of Europe
Beginning Concepts-Science
Earpower
Easy Ears
(The) Family
Five Families
(The) Future
How Can I Tell
Humor And Satire
Images Of Man
(The) Life That Disappeared
Old Hate/New Hope

(contd.)

* Company has shifted emphasis toward print material, although a few non-print items have been placed for evaluation in 1980-1981.

NAME OF COMPANY: Scholastic Magazine METRO CODE: SM

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study	Accuracy	Production quality	Best circulated as: Complete unit	Best circulated as: Component parts	Best circulated as: Either/or	Best placement location: Regional center	Best placement location: Town-wide center	Best placement location: Single building	Best placement location: Single classroom	Student interface	Possible application in
	max. 10.0				yes	no	max. 4.0								max. 4.0	Social Studies Art/Photography Creative Writing Psychology Ecology Religion World Culture Philosophy Film Study Science
Images of Man	9.2	14	5	(5) 9-12	5	1	4.0	3.9	0	2	3	4	2	2	0	4.0	
SM k 9A/B	User comments: Gives students insight into mind and motivation of working photographer; as they view the photographs, students hear the photographer speak. Cuts out portions of photographs to fit them in filmstrip format. Has real emotional impact. Motivate. Too much in one kit. Strength of materia															
	User comments: in philosophies of photographers, content of photos. Guide is complete and excellent. Has many photos which are very powerful, almost shocking. Students should be warned what to expect. The whole thrust of the material is people;															
	User comments: people caring for other people. Photography is a means to that end, not the sole purpose of the kit. Strength of material is in emotional impact.															
Five Families	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SM k 14	User comments: NA															
Spelling Monsters	7.3	9	3	3-5	3	0	4.0	3.7	2	1	2	3	3	3	2	3.8	Reading Language Arts
SM k 17	User comments: Creative and exciting presentations. Students' response was high. Come with excellent set of transparencies. Too much material in one kit. Cartoon format is appealing to students. Stories are very primary dealing with singular and plural possessives, and plurals, almost too young for grade 5. Motivates children - teaches the sounds and phonic principles.															
World View	9.3	6	4	1-4	2	1	3.8	3.8	1	0	4	4	4	4	4	3.3	Science Social Studies Language Arts
SM k 18A/B	User comments: Easily understood by students. I used this set last year and I re-ordered it because of its excellence.															
(The) Future	6.7	8	3	8-12	3	0	3.3	3.0	0	1	2	2	2	1	0	3.1	Science English Futurism History
SM k 31	User comments: Representative of the best in futurism - but why wasn't Asimov included? Fairly technical. Need to explain vocabulary to lower level readers. Weakness of material in lack of animation.															

Explanation of code:
rating: 1----------10
grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - Student comments available

NAME OF COMPANY: Scholastic Magazine METRO CODE: SM

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Watch Your Health	8.5	13	6	K-3	2	3	3.6	3.2	3	0	2	5	5	5	2	3.8	Science Anatomy Health
SM k 32	User comments: Very strong. Very up-to-date. They really loved it. Moves very rapidly through information and important topics. Music background is superior. Like the guide. The presentation was interesting and at a level my class could understand. Was excellent for my Health Unit. **																
(The) Age of Europe	1.0	3	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
SM k 33	User comments: Very spotty approach - no continuity in development of material or particular emphasis on important points during the period of the Middle Ages. Also confusing, as it switches ineffectively from dialogue to fact.																
Stay Healthy	6.0	6	2	7	2	2	4.0	4.0	1	0	1	2	1	1	0	3.0	
SM k 34	User comments: Strength of material is: presented in cartoon fashion.																
Beginning Concepts	8.0	7	1	K-5 se	0	1	4.0	3.0	-	1	1	1	1	1	-	2.8	
SM k 35	User comments: Material is very, very basic which is excellent for spec. ed. students.																
(The) Family																	
SM k 38	User comments: NA																
How Can I Tell	10.0	6	1	1-3	1	0	4.0	4.0	-	-	1	1	1	1	1	4.0	Guidance Social Studies
SM k 40	User comments: Excellent photography.																
Old Hats/New Hope	9.3	6	3	5-11	1	1	4.0	4.0	1	1	1	2	1	2	0	3.5	Social Studies Language Arts U.S. History Communications
SM k 41	User comments: Clearly, strongly presented. Too vast for one kit. Ought to be split up into 4 parts. Strength of material is personal insights from historical characters. Choice of photographed paintings and musical interludes adds cultural appreciation. Readings with black dialect were effective.																

Explanation of code:
rating: |----------10
grade levels: e-elementary m-middle j-junior high s-senior high c-college a-adult
NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Scholastic Magazine METRO CODE: SM

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Humor and Satire	9.0	4	1	6	1	0	4.0	4.0	-	-	1	1	1	1	0	4.0	Literature
User comments: Goes a bit fast. Good quality.																	
SM k 42																	
Easy Ears	8.0	11	2	K-5 as	0	2	3.5	3.5	2	0	0	2	1	1	0	4.0	Reading Readiness
User comments: Clear, expressive tapes.																	
SM c 1																	
Earpower	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
User comments: NA																	
SM c 2																	
(The) Life That Disappeared	5.0	6	1	10-12	1	0	4.0	4.0	-	-	-	1	1	0	0	3.0	Social Studies Jewish Studies
User comments: Soundtrack is difficult because of accent - but also accent adds a flavor. Strength of material in actual photographs of this culture.																	
SM s 1																	
User comments:																	
User comments:																	
User comments:																	

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: Watch Your Health (SM k 32)

Distributor: Scholastic Magazine

Grade level: Rural area, elementary school

Subject taught: Health

Teacher comments:

appropriate for grade level and subject area
"This kit was excellent for my health unit."

Student comments: (*all sic*)

From The Neck Up
- It told us how to stay healthy.
- It told us not to put things in our nose and ears.
- It told us about our eyes.

Feeling Fit
- Eat well and get exercise
- Rest if your tired
- Get a lot of rest
- Eat good food

Keep Yourself Clean
- Keep clean.
- It said if someone stinks you shouldn't touch them.
- Cover your nose and mouth.

SUMMARY SHEET

Company Name: Screenscope, Inc. (SS)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 2

Number Of Items Placed For Evaluation During 1979-1980: 9

Composite Rating Of All Films Evaluated: 8.12

Bookings:

Maximum: 14
Average: 9.6

Screenings:

Maximum: 15
Average: 12.2

Average Number Of Evaluations Received: 4.8

Comments:

- major target areas are language arts/children's literature, science, social studies, and history
- target audiences are primary and upper elementary to adult
- utilization spotty - 3 of 9 received almost no use, remaining 6 received far above average use
- accuracy generally rated only fair, as was production quality
- science continues to be a strong area, as was evidenced last year
- films do not evoke strong emotional reactions, but student interface was generally good

Upper 25%:

France
Flowers

Titles Evaluated:

(The) Ambassador
Flowers
France
Generations Of The Land
George The Gentle Giant
History Of U.S. Foreign Relations: An Age Of Revolution
Jonathan and the Dragon
(The) Marsh
Seed Dispersal

NAME OF COMPANY: **Screenscope, Inc.** METRO CODE: **SS**

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
George The Gentle Giant	7.8	12/11	9	R,S	e	K-2 (3)	3.4	3.2	3.4	7	1	8	0	6	1	3.9	3.0	Family Life Making Friends Language Arts Guidance Reading Entertainment Art
	User comments: Good entertainment. Children were attentive. Colorful.																	
SS f 12																		
Jonathan and the Dragon	7.3	14/15	12	R,S	e,se,pa	K-3 (4-5)	3.5	3.4	3.4	7	3	11	1	10	2	3.4	3.3	Literature Moral Values Entertainment Language Arts Art Reading Readiness
	User comments: Not for grade 4 level, for lower grades. Good for rhymes. Very appealing for the children. Music was very appropriate and added to the excitement created by the film. Scary language appealed.																	
SS f 13																		
Seed Dispersal	8.2	9/11	5	R,S	e,j	(1-8) 9-12	3.4	3.4	3.4	2	2	3	1	3	1	4.6	3.5	Science Art Botany Ecology
	User comments: Excellent photography and narration. Identification labels on frames. Enlarged pictures are good.																	
SS f 14																	**	
Flowers	8.3	12/13	7	S,U	e,m,j e,pa, se,g	(2-3) 4-12 e	3.6	3.4	3.6	4	3	6	1	6	1	4.4	3.5	Biology General Science Language Development Art English
	User comments: Excellent photography. Children loved it. Led to lots of discussion.																	
SS f 15																	**	
(The) Marsh	8.3	12/10	5	R,S	e,m,j,s	(K-5) 6-s	4.0	4.0	4.0	3	1	4	0	5	0	4.8	3.6	Life Sciences Nature Study Social Studies Biology Ecology
	User comments: Excellent for reinforcement and visual understanding re: the complexity of food chains and food webs. Excellent concepts and presentation.																	
SS f 16																	**	
(The) Ambassador	-	1/-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments																	
SS f 17																		
Generations of the Land	-	3/-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments:																	
SS f 18																		

Explanation of code:

rating: 1----------10 poor-excellent

regions: U = urban
S = suburban
R = rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: **Screenscope, Inc.** METRO CODE: **SS**

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
History of U.S. Foreign Relations: An Age of Revolution	-	2/-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	User comments:																	
SS f 19																		
France	8.8	12/13	S	S	m	S-a	4.0	3.8	3.8	3	2	5	0	5	0	4.5	3.7	French Geography Culture English Customs ESC Social Studies
	User comments: Explains/shows other aspects of Europe - lifestyles, customs, etc. Photography good. Younger kids might have difficulty relating to people as most are adults. Too long for young in one sitting - could be shown in parts. Emphasized French love of the land. Film gives an excellent view of France. This is the best film available that captures the essence																	
SS f 20																		
	User comments: of France and the French. **																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: |----------|0
poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: France (SS f 20)

Distributor: Screenscope, Inc.

Grade level: Suburban area, middle school, Grade 7

Subject taught: Social Studies

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

I wanted it to and it did introduce the students to France in an interesting manner.

Teacher comments:

Film gives an excellent view of France by going into different regions, dealing with people, and introducing [illegible] di-ferent customs. Even those students who claimed they did not like it were extremely attentive.

Student comments: (*all sic*)

- The photography was excellent.
- I think the movie is good because it really gives a clear idea of what goes on in France and also goes slow enough to rember whats going on. I liked it alot!
- I think the film is very realilistic. It shows the brighter and a few of the darker sides of France.
- It captures the feel of what it is like to live in France.
- I liked the family parts.
- The movie was good. but kind of long, but it kept me interested.
- The scenery was very good. I would like to see more films like that.
- I think it was a O.K. movie, because they should the histroy of France also because they took a family and told what they do.

SUMMARY SHEET

Company Name: Stanton Films (ST)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 5

Number Of Items Placed For Evaluation During 1979-1980: 5

Composite Rating Of All Films Evaluated: 8.18

Bookings:

Maximum: 14
Average: 12.0

Screenings:

Maximum: 28
Average: 15.5

Average Number Of Evaluations Received: 8.2

Comments:

- subject emphasis is science (also one film for art)
- target audience is upper elementary to adult
- all titles rated excellent for accuracy
- production quality very good to excellent
- audiences were stimulated by films, though their nature is not emotional
- fair to good student interface
- films are aimed to narrow audiences and seem to have found those audiences

Upper 25%:

Desert Insects
Carniverous Plants

Titles Evaluated:

Calligraphy - The Craft Of Beautiful Writing
Carniverous Plants
Desert Insects
Microscopic Life In The Soil
Slime Molds - Plant, Animal, Or

224

NAME OF COMPANY: **Stanton Films** METRO CODE: **ST**

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Carnivorous Plants	8.5	14/24	10	S	m,j,s, pa	(4) 5-a	4.0	3.8	3.9	8	1	8	0	9	0	4.8	3.7	Science Botany Biology Creative Writing Literature
ST f 27	User comments: Great film! Fantastic. Excellent photography. A good bit of discussion should precede the showing of the film. Excellent time lapse photography, but could be misleading as to speed at which a plant captures an insect, and also size of plants. Good explanation of why the plants are carnivorous.																**	
Calligraphy: The Craft of Beautiful Writers	8.7	13/12	6	S	s,m,j, pa	(4-5) 6-a	4.0	4.0	4.0	3	2	5	0	5	0	4.8	3.8	Art English Creative Writing Art History Language
ST f 28	User comments: Very good basic film on calligraphy. Gave some interesting parts about the history of writing and the formation of letters. Shows neat, creative writing skills.																**	
Microscopic Life in the Soil	6.7	13/28	8	R,S	m,j	7-10 (11-a)	4.0	3.6	3.5	6	2	7	1	7	1	4.1	3.2	Biology Science Bacteriology
ST f 29	User comments:																**	
Slime Molds - Plant, Animal, Or	8.0	8/16	5	R,S	m,j,s	7-a	4.0	4.0	3.8	3	1	5	0	4	1	4.5	3.0	Science Biology Botany
ST f 30	User comments: Shows slime mold in various conditions. Excellent. Great photography.																	
Desert Insects	9.0	12/21	12	S,U	s,j,s, p,se	(4-5) 6-a	4.0	4.0	3.8	7	5	9	3	11	1	4.0	3.5	Biology Geography Ecology Social Studies Reading
ST f 31	User comments: Excellent close-ups of desert flora - in-depth study of insect life. Excellent photography. Well narrated. Depicts the delicate balance of their ecosystem. Provides an excellent understanding of a balance of nature. Beautiful color photography.																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Desert Insects (ST f 31)

Distributor: Stanton Films

Grade level: Suburban area, elementary school, Grade 5

Subject taught: Science

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

Enrichment of animal unit

Teacher comments:

Excellent close-ups of desert flora -
in-depth study of insect (desert) life -
correlation between insects activity and rainfall

Student comments: *(all sic)*

- It has helped me learn how desert animals live and survive.
- It tells me how animals survie and what they eat when they come out eather at night or day.
- This film has told me that thier are many insects that live in the desert that I never heard of.
- Some insects die when they lay eggs and thier life cycle is over.
- I have learned that there are over 1000 plants in the desert and at least one insect feeds off of one kind of plant.
- I have learned that it is very hard for desert animals to survive.

SUMMARY SHEET

Company Name: Sterling Education Films, Inc. (SE)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 11

Number Of Items Placed For Evaluation During 1979-1980: 12

Composite Rating Of All Films Evaluated: 6.98

Bookings:

Maximum: 14
Average: 6.75

Screenings:

Maximum: 19
Average: 9.0

Average Number Of Evaluations Received: 4.25

Comments:

- target areas are language arts, art, sociology, and science
- target audiences are primarily junior high to adult, with three titles suggested for elementary use
- accuracy rated good to very good on all but one film
- production quality ratings vary widely, from poor to very good
- good user guides provided
- student interface generally rated low
- emotional impact missing in most titles
- users generally feel that the subject matter of the films is good, but treatment needs to be more dynamic
- one title ("The Twitch") was rated low but provided controversy and discussion among teachers as well as students

Upper 25%:

Pen and Ink
(The) Practical Princess
Icarus

Titles Evaluated:

Crosscurrents-A Look At Ageism
Don Quiote: A Tavern Celebration
Free and Easy
Gerontology-Learning About Aging
Icarus
Opaque Watercolor
Pen and Ink
(The) Practical Princess
Shakespeare-Selection For Children
To The Pond
To The Waterfall
(The) Twitch

NAME OF COMPANY: Sterling Education Films, Inc. METRO CODE: SE

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Shakespeare-Selection for Children	5.7	8/7	6	R,S	e	(2) 3-9 (10-12)	3.8	3.2	3.3	3	3	5	0	4	0	4.4	2.8	Language Arts Shakespeare English Reading Social Studies
SE f 256	User comments: Somewhat disappointing. Teacher needs to prep - animated version. Narrator uses some "olde English". Gives short synopses of several plays. Well done! Good idea. Not for young children as speaker is sometimes difficult to understand. Two viewings also help. Children were caught up in humorous pictures and tended to miss what was said until a discussion and re-screening. **																	
Icarus	7.8	13/19	10	R,S	e,j,a	(K-5) 7-a	3.7	3.9	3.3	7	2	8	1	7	2	3.6	2.5	Reading /Art Language Arts Social Studies Mythology Literature Composition Creative Writing Filmmaking
SE f 257	User comments: Extremely interesting visually, with enough audio to accompany but not intrude. A bit sketchy on the details of the myth, but 3rd grader who read story 2 months ago followed film without difficulty. Deserves study of technique in film classes. Beautiful animation. Haunting music. I did not feel the story was portrayed well for my grade level (6th). Very well done. Warn people to preview - some of the drawings are rather explicit. Excellent use of animation. Students must have a good understanding of the myth prior to viewing. **																	
Opaque Watercolor	6.7	2/4	3	S	m,e,pa	7-a	4.0	3.2	4.0	0	1	2	1	1	1	4.0	3.3	Art Career Education
SE f 258	User comments: Good film for teaching technique - can be used as introduction or as wind-up to a unit.																	
Pen and Ink	9.7	7/4	4	R,S	m,j,s, pa	7-c	4.0	4.0	3.8	0	2	2	1	3	0	4.3	3.4	Art Mechanical Drawing
SE f 259	User comments Excellent film. Simple film. Accurate. Useful. Teacher use of different pen points to do shading and (to) present perspective.																	
Gerontology-Learning About Aging	6.4	6/7	4	S	e	(8-10) 11-e	3.6	3.8	3.3	2	1	3	0	2	1	3.4	1.5	Psychology Sociology
SE f 260	User comments: Do not feel that young people relate well in terms of themselves - it is not personalized.																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: **Sterling Education Films, Inc.** METRO CODE: SE

Title and METRO code #	Composite rating	Number of bookings / S	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact yes	Has emotional impact no	Has style, aesthetic value yes	Has style, aesthetic value no	Stimulated audience yes	Stimulated audience no	Met user's objectives	Student interface	Possible application in
	max. 10.0						max. 4.0									max. 5.0	max. 4.0	
Crosscurrents A Look At Ageism	*7.0	2/1	1	U	e,p,se	8-12	3.0	3.0	3.0	1	0	1	0	1	0	4.0	3.0	Aging
SE f 261	User comments:																	
Don Quixote: A Tavern Celebration	*5.0	6/3	2	R,S	e	6-10 (11-e)	3.0	2.5	3.5	2	0	2	0	1	1	4.0	3.3	Language Music English
SE f 262	User comments: First 5-10 minutes of film almost totally dark - very difficult to follow!																	
Free and Easy	6.3	14/6	5	R,S	e,m,j, se	(3-6) 7-e	4.0	4.0	3.0	1	4	3	2	4	1	3.9	3.2	Arts Physical Education Public Library Programs Ski Clubs Language Arts Reading Recreation
SE f 263	User comments: Entertaining film about cross country skiing. Seems there was no clear purpose to this film - jumped from documenting a cross country race, to instruction, to just meaningless P.R. for promoting cross country. Good for P.E. and ski club use, but too much instruction (not enough actual skiing																	
	User comments: to be of high interest to general audience; not exciting enough for the topic).																	
To The Pond	*9.3	2/2	2	S	e,se	K-4	4.0	4.0	4.0	1	1	2	0	2	0	5.0	4.0	Science
SE f 264	User comments: Good for younger children only.																	
To The Waterfall	*-	1/-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SE f 265	User comments																	
(The) Practical Princess	9.0	11/10	6	R,S	e,se	K-5	3.3	3.3	3.3	5	0	5	0	5	0	4.5	3.6	Reading Moral Lessons Literature Entertainment
SE f 266	User comments: Good for teaching how to use common sense. Children saw animated version on CBS Library (TV) - preferred that, but also enjoyed this.																**	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Sterling Education Films, Inc. METRO CODE: SE

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
(The) Twitch	4.1	9/15	8	S	e,m,j, s,se	(6) 7-a	2.8	3.1	2.5	5	0	5	1	5	0	3.0	3.9	Sociology Family Life Guidance Religion Social Studies Filmmaking History
SE f 267	User comments: Should be shown twice. Although the subject matter (toleration of all kinds of people) is valuable, the presentation is too obvious and inappropriate for students below grades 11 and 12. The shock value of this film is not appropriate for the elementary level. Strongly recommend that																	
	User comments: teachers be warned about previewing this film. Was provoking for older students and easy to discuss. Not a very optimistic view of mankind. One major problem is the sound: I had to strain all through the film to understand the dialogue. It's hard to pinpoint, but there's a spark missing.																	
	User comments:																	
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Shakespeare For Children (SE f 256)

Distributor: Sterling Educational Films, Inc.

Grade level: Suburban area, elementary school, Grades 3-4

Subject taught: Language Arts

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

expose children to Shakespeare

Teacher comments:

gives short synopses of several Shakespearean plays - well done!

Student comments: *(all sic)*

- My real thoutgh ... I think it was good an I mean that and it was too short.
- Dear company - It was to short.
- I think it was real good. It probably would be good for High school people and junior High school people.
- I really think a lot of kid will like the film.
- They were good pictures and good animatoin and most of all they were very good movies.
- I liked it. but I den't understand some of the word.
- I like the pictures. And the poems. And the way he talk!
- I like the pitchers and the way the man was talking the only think I hated was it was short outherywize it was good.
- I thought the film was very good. I liked the drawing.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Sunburst Communications (SBC)

Number Of Years Depositing Media For Evaluation: 2

Number Of Items Placed For Evaluation During 1979-1980: 15 kits

Production Quality: Good

Packaging Qualities:

Durability Of Container: Average

Attractiveness Of Package: Inconsistent; lacks eye-appeal

Leader's Guide: Supplied and helpful

Comments:

- target audience is primarily senior high, but some elementary and junior high materials are included here
- several kits are on difficult subject areas, requiring sensitivity and compassion in presentation, which has been achieved
- some high-interest areas covered: values, space, first aid, the 20th century
- overall, a very successful showing, though packaging deserves more attention

Worthy Of Note:

First Aid: Newest Techniques
Label Literacy - How To Read Food Packaging

Titles Evaluated:

Adolescent Conflict-Parents vs. Teens
Alcohol and Teenagers-Four Case Studies
First Aid-Newest Techniques
(The) Gentle Art Of Saying No
Immigrant America
Label Literacy-How To Read Food Packaging
Making Moral Decisions
Sexual Values-A Matter Of Responsibility
Shyness-Reasons and Remedies
So You Didn't Get Your Way-Anger
So You Didn't Get Your Way-Fear
Spaceship Earth
(The) Twenties and Thirties
Violence In The Family
World War II

NAME OF COMPANY: Sunburst Communications METRO CODE: SBC

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
Shyness - Reasons and Remedies	9.0	2	2	6-12	2	0	4.0	4.0	2	0	0	2	1	0	0	4.0	Guidance Self-awareness Social Development
SBC k 14	User comments: Factual, practical. Remedies proposed.																
Sexual Values A Matter of Responsibility	8.0	13	5	7-12	4	1	3.3	3.3	2	0	3	3	1	3	1	3.3	Guidance Psychology Sociology Human Development Sex Education
SBC k 15	User comments: Good provocative questions. Students could relate to material. Realistic material, situations. Open presentation of material that is of high interest to teenagers. Teacher's guide seems thoroughly presented. Gives guidance, but does not preach.																
Adolescent Conflict-Parents vs. Teens	10.0	4	1	c-a	1	-	4.0	4.0	1	-	-	1	-	-	-	3.5	Communications Human Behavior
SBC k 16	User comments: Narrator speaks to audience "you" - as an adolescent feel 3rd person might have been better, at least for my student nurses. Gives opportunity for student response and immediate application.															**	
Spaceship Earth	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SBC k 17A/B	User comments: NA																
First Aid: Newest Techniques	9.5	16	10	6-12	8	0	3.9	4.0	5	1	5	8	2	2	1	3.95	Science Health Physical Education
SBC k 18A/B	User comments: Strength of material in independent use. Covers all major areas. Very concise. Clearly expressed in all details.															**	
(The) Gentle Art of Saying No	10.0	5	2	11-12	1	-	4.0	4.0	1	-	-	1	1	1	-	4.0	Guidance Psychology Values Clarification
SBC k 19	User comments: Part II the kids felt too contrived, repetitive. Uses situations kids can relate to. Clear in explanation. Self quiz is good. Excellent manual.																
Immigrant America	8.0	1	1	7-9	1	-	4.0	3.0	1	-	-	1	1	1	1	3.0	Social Studies
SBC k 20	User comments:																

Explanation of code:
rating: 1----------10 grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Sunburst Communications METRO CODE: SBC

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
So You Didn't Get Your Way-Anger	8.0	8	2	4-6	1	-	4.0	3.0	1	-	1	2	1	1	1	2.4	Social Studies Language Arts
	User comments: Easy for children to relate to. Voices are hard to understand. Deals with real emotions. Thought provoking - generated some good discussions.																
SBC k 21																	
So You Didn't Get Your Way-Fear	10.0	8	1	4	-	-	4.0	4.0	-	-	1	1	1	1	1	3.3	
	User comments: Children really enjoyed these films. Children shared their own fears with the class.																
SBC k 22																	
Label Literacy - How To Read Food Packaging	9.0	6	4	6-9	4	0	4.0	4.0	2	0	2	3	2	1	1	3.4	Home Economics Consumer Education
	User comments: Covers much more than labels. Variety. Having students on films helps my students identify with the material. It told lots of information in an interesting and fun way. Should give more information on additives. Gives good coverage of the topic except for the above. **																
SBC k 23																	
Alcohol and Teenagers: Four Case Studies	9.0	12	2	8-12	-	1	4.0	3.5	1	0	1	1	1	0	1	3.6	Health
	User comments: Strength of material in presentation.																
SBC k 24																	
Violence In The Family	10.0	4	2	5-12	2	0	4.0	4.0	2	1	0	2	2	1	1	4.0	Social Sciences Adult Living
	User comments: Very clear with points it makes. Realistic.																
SBC k 25																	
Making Moral Decisions	9.0	6	2	7-12	2	0	4.0	3.5	2	0	0	2	2	1	0	3.5	Psychology Guidance Women's Studies Sociology
	User comments: Really got kids thinking. Stories well chosen. Time for discussion. Pre-discuss what morality is. Get opinions. Stress open-mindedness.																
SBC k 26																	
(The) Twenties and Thirties	9.5	6	2	5-12	1	0	4.0	4.0	1	0	1	2	2	1	0	3.4	Social Studies
	User comments: Up-to-date. Interesting and accurate in depicting the 20's and 30's. The teacher's guide is very useful, particularly the pre- and post-questions; also each frame of the filmstrip has its credits listed.																
SBC k 27																	

Explanation of code:
rating: 1----------10 grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

NAME OF COMPANY: Sunburst Communications METRO CODE: SBC

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
World War II	9.0	11	2	6-12	-	1	3.5	3.5	1	0	0	1	0	0	0	4.0	American History Social Studies
	User comments: Strength of material in accuracy of information. Excellent visual material. The tapes were very difficult to understand.																
SBC x 28																	
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10

grade levels:
e-elementary j-junior high c-college
m-middle s-senior high a-adult

NA - sufficient data not available
** - student comments available

STUDENT COMMENT SAMPLING

Title: First Aid - Newest Techniques (SBC k 18A)

Distributor: Sunburst Communications

Grade level: Suburban area, middle school, Grade 6

Subject taught: Science

Teacher comments:

very concise
appropriate for grade level and subject area

Student comments: *(all sic)*

- I learned where the pressure points are.
- I learned that you have to act quick to save someone or he can have brain damage or he can die.
- I learned when to carry a person away and when to just leave him.
- I learned how to do mouth to mouthe percepitation.
- This film showed me what burns can do.
- I thought this was good because I will know what to do if someone stops breathing.
- I learned that you should treat a baby rather than an adult very careful.

SUMMARY SHEET

Company Name: Weston Woods (WW)

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 12

Number Of Items Placed For Evaluation During 1979-1980: 4

Composite Rating Of All Films Evaluated: 7.05

Bookings:

Maximum: 14
Average: 12.5

Screenings:

Maximum: 13
Average: 10.5

Average Number Of Evaluations Received: 8.0

Comments:

- target areas are language arts/children's literature and social studies
- target audience is primary through elementary, with one title also recommended for older groups
- films received well above average bookings, but were not heavily used in the classroom, scoring well below average in screenings
- company's films are perennially popular with primary level teachers, who seek them for their content rather than production qualities

Upper 25%:

Smile For Auntie

Titles Evaluated:

(The) Giant Devil Dingo
(The) Rainbow Serpent
Smile For Auntie
Soap Box Derby Scandal

Special Comment: Weston Woods is one of three firms which has participated in the METRO program since its inception; this is indicative of a firm commitment to product evaluation.

NAME OF COMPANY: Weston Woods METRO CODE: WW

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Smile for Auntie	8.4	14/13	8	R,S	e,se	K-5 (6)	3.7	3.7	3.7	7	1	8	0	8	0	4.6	3.9	Language Arts Enjoyment Family Life Art Social Studies
	User comments: Excellent. Highly motivating. Very good to stimulate language Little children could relate to the antics of the aunt - in their own experience. At first a little difficult to understand what auntie is saying. Cute story. Kids loved it. Begged to see it again. Laughed and laughed.																	
WW F 109																		
(The) Rainbow Serpent	6.7	12/10	8	R,S	e,se	K-6 (9-12)	3.4	3.3	3.1	4	4	8	0	5	2	3.1	3.0	Creative Writing Art Language Arts Studying Other Cultures Science
	User comments: Very colorful. Held interest. Diction not clear. A little sophisticated without some background first, although the children seemed to like it.																**	
WW F 110																		
(The) Giant Devil Dingo	5.3	13/9	9	R,S	e,se	K-4 (5-e)	3.3	3.4	2.9	8	0	8	0	8	0	2.7	2.7	Language Arts Literature Creative Writing Storytelling Entertainment Black Culture
	User comments: Felt film was rather frightening and eerie for 1st graders. Young children giggled at natives' dress. Poor - too frightening for youngsters. Older children enjoyed seeing it again.																	
WW F 111																		
Soap Box Derby Scandal	7.8	11/10	7	R,S	e,m,s, se,t	4-e (1-3)	3.9	3.5	3.7	7	1	6	0	6	0	4.1	3.6	Attitudes Language Reading Guidance Social Sciences Recreation/Values Humanities English
	User comments: The subject is treated seriously and directly while maintaining student interest. Good for teaching proper social values regarding cheating and poor sportsmanship vs. fair play, good sportsmanship, leading to pride in one's self.																**	
WW F 112																		
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Soap Box Derby Scandal (WW f 112)

Distributor: Weston Woods

Grade level: Suburban area, elementary school, Grades 1-3

Subject taught: Self-contained

Order of use: Screen

Purpose of showing film:

Entertainment

Teacher comments:

Used to promote discussions of attitudes, and right and wrong".

Student comments: *(all sic)*

- You suold lean to not cheat.
- I learned aboat cars.
- That you can't all wase win.
- You have to make your own car.
- Wining is not every thing.

239

SUMMARY SHEET

Company Name: Wombat Productions (WP)

Media Format(s) Offered: 16mm film

Number Of Years Depositing Media For Evaluation: 6

Number Of Items Placed For Evaluation During 1979-1980: 10

Composite Rating Of All Films Evaluated: 7.52

Bookings:

Maximum: 17
Average: 10.8

Screenings:

Maximum: 21
Average: 13.7

Average Number Of Evaluations Received: 5.9

Comments:

- major target areas are language arts and social studies, with utilization also in science, sociology, and guidance
- most titles offer multidisciplinary use
- target audience cover all age ranges, with emphasis on junior and senior high
- films are generally affective in nature, designed to promote discussion and thought
- accuracy and production quality rated good to very good
- student interface generally fair to good
- as in the past, this company's film continue to be somewhat difficult for many teachers to handle -- they require extra class preparation, etc. -- and so don't rate as well as "easier" films
- when films are used properly, results are generally very good, with emotional impact and aesthetics receiving praise
- major problem appears to be finding proper audiences - one film was recommended for grades 4-7, but subject usages suggested included sociology, psychology, teacher and parent groups

Upper 25%:

Where Timber Wolves Call
Icarus
Captain Noah and His Floating Zoo

Titles Evaluated:

Briefly Brian
Captain Noah and His Floating Zoo
Faster Than Witches
Icarus
Knacky People
No Big Money
Others
Ronnie's Tune
Toller
Where Timber Wolves Call

NAME OF COMPANY: **Wombat Productions** METRO CODE: WP

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	/ 5					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	Religion
Captain Noah and His Floating Zoo	7.8	15/18	10	R,S,U	e,m,j, s,p,se, pa	K-a	3.6	3.8	3.5	8	2	9	1	9	0	3.9	3.0	Science Social Studies Language Arts History Entertainment Myth Music Humanities
	User comments: Extremely well done - animation, music. For "kids of all ages" Some preference was expressed for Noah's speaking (1st person rather than 3rd person). The film was long. The music was sometimes distracting and didn't add to the understanding of the film.																	
WP f 49																		
Toller	*8.0	6/3	2	S	se,s	-	4.0	4.0	3.0	2	0	2	0	2	0	4.0	3.0	Writing Physical Education Art
	User comments: Very useful cover information. Film requires pre-discussion.																	
WP f 50																		
Faster Than Witches	7.2	17/18	11	S,U	se e,m,j,s t,pa,p	(4-6) 7-a	3.4	3.4	3.1	7	4	9	2	7	3	3.3	3.7	Social Studies Sports Entertainment Reading Safety English Writing
	User comments: Students were very interested in this film. Subject was entertaining to both boys and girls. This was a good film to spark interest, especially for low readers. A very entertaining film.																	
WP f 51																		
Where Timber Wolves Call	8.4	17/21	11	R,S,U	e,m,j,s p,se	(4-5) 6-a	3.6	3.5	3.5	9	1	10	0	8	2	4.4	3.5	Social Studies Ecology Science Zoology Biology Conservation Family Life
	User comments: It was a bit slow moving for seniors. It is excellent for understanding nature's balance. Very enjoyable film. Superb! Excellent. It is important to pre-discuss this film and give kids background information.																	
WP f 52																		
Knacky People	7.8	9/6	4	R,S	e,j,s, p,se	4-10 (11-a)	4.0	4.0	4.0	3	1	3	1	3	1	4.0	3.3	Language Arts Social Studies
	User comments: Spoken part unclear. Hard to listen to and understand his words. Visual part excellent. Students need to be given main ideas by teacher. A bit slow moving.																	
WP f 53																		
Ronnie's Tune	*7.0	6/2	1	R	e	5-a	3.0	3.0	3.0	1	0	1	0	1	0	3.0	3.0	Guidance Language Arts Composition Reading
	User comments Kind of sad, thought-provoking.																	
WP f 54																		
Briefly Brian	6.8	11/9	6	R,S	e,m,j, pa,se	(K-3) 4-8 (9-a)	3.6	3.7	3.2	5	1	6	0	5	0	3.4	3.3	Urban Studies Special Education Guidance Child Care Home Economics Creative Writing Sociology Family Life Film Study
	User comments: The body of the film has some good moments, but tends to drag a bit. The ending is terrible - trite, contrived and disappointing. Students were interested in Brian and the film was a good vehicle for discussion. Interest-catching start - but peters out. Would be difficult to use this																	
WP f 55																		

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Wombat Productions METRO CODE: WP

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
	User comments: film effectively with young elementary age children as it shows an absolutely amoral child who gets away with manipulating adults quite successfully.																	
Icarus	8.0	15/21	10	S,U	e,j,s, p,t,se	(3-4) 5-e	3.8	3.6	3.7	6	1	7	0	6	1	3.9	3.9	Science Mythology Creative Writing Art Physical Education Language Arts Film Study History
	User comments: Music and filming are contemporary and upbeat. We all loved it! Excellent photography. Good film for studying aerodynamics of flying. Lack of detail and the split between hang-gliding and sailplaning weakens the film. The music tries too hard to create a mood of excitement. Absolutely beautiful. Lack of commentary and dialogue is great! Students were encouraged to use their imagination. **																	
WP f 56																		
Others	4.2	7/5	4	S	m,j,s, se	(3) 4-7 (8-a)	2.8	3.0	2.9	4	0	2	1	3	0	2.5	1.0	Decision-making Guidance Sociology Psychology Teacher and/or Parent Groups
	User comments: Good dramatization of a youth becoming aware that "people in authority" are also "people". Characters generally well delineated and believable, with the exception of the wooden acting of the father. Film is particularly good for jr. high.																	
WP f 57																		
No Big Money	*10.0	5/1	1	S	m,j,se	6-e	4.0	4.0	4.0	1	0	1	0	1	0	5.0	4.0	
	User comments:																	
WP f 58																		
	User comments																	
	User comments:																	

Explanation of code:

rating: |----------|0 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: Icarus (WP f 56)

Distributor: Wombat Productions

Grade level: Suburban/urban area, junior high school, Grade 9

Subject taught: English

Order of use: Preview, Prediscuss, Screen, Postdiscuss

Purpose of showing film:

I wanted students to participate imaginatively in the art of flight, to feel like birds. They are now asked to compose an oral defense of hang gliding.

Teacher comments:

Lack of commentary and dialogue is great! Students were encouraged thereby to use their imagination and to participate in feelings of gliding.

Student comments: (*all sic*)

- I think the film was trying to tell us that even though man has modernized, there can still be a simple, non motorized world.
- When you are flying you are free like the wind.
- This film shows what it is to be like to be a bird. To fly free, how to take off and to land.
- Hang glidding is a sport to get away from it all and to be free and graceful.
- This film makes you want to be up in those glider's and fly all day.
- The film makes you think especially when your up there in the air just gliding in the wind.
- Man can be totally independent without the use of mechanical inventions.
- This film shows how man wants to just let go and fly.
- This film says to me that man wants to be free.

SUMMARY SHEET

Company Name: Xerox Films (X)

Media Format(s) Offered: 16mm film and building level materials

Number Of Years Depositing Media For Evaluation: 7

Number Of Items Placed For Evaluation During 1979-1980: 15

Composite Rating Of All Films Evaluated: 8.16

Bookings:

Maximum: 22
Average: 9.9

Screenings:

Maximum: 35
Average: 18.5

Average Number Of Evaluations Received: 6.9

Comments:

- major target areas are math, science, social studies, and language arts/ literature
- there are films for all age levels included here; most have application to a wide age-spread of audiences
- of all participants this year, this is the only firm identified as having films targeted for math; three of four of these titles received little or no use, though there is an expressed need for new films in this area
- math films may have been unsuccessful because teachers have had difficulty in locating effective media in the past
- composite rating is quite good, especially since several titles are aimed toward specific audiences
- films received good utilization, scoring above average in bookings, screenings, and number of evaluations received
- accuracy and production quality rated good to excellent, with one or two exceptions

(contd.)

Upper 25%:

(The) White Seal
Rikki-Tikki-Tavi
(The) People Of People's China
(The) Not-So-Terrible Octopus

Titles Evaluated:

(The) Coral Reef
Disappointment-A Day That Didn't Happen
Echoes
Fit To Live
Heroes and Heroines Of The Metric System
Hiroko Ikoko
Interplanet Janet
Noah's Ark-Multiplying With Fractions
(The) Not-So-Terrible Octopus
(The) People Of People's China
Place To Place
Rikki-Tikki-Tavi
Super Celcius
(The) Transformation of Mabel Wells
(The) White Seal

Special Comment: "(The) White Seal", with a 9.9 composite rating, shared second place in the "most highly rated film" category, receiving nearly perfect ratings across the board.

Comments continued:

- student interface varied; rated fair to excellent
- a combination of instructional and affective material, generally well received but with some extreme positive and negative reactions

NAME OF COMPANY: Xerox METRO CODE: X

Title and METRO code #	Composite rating	Number of bucklings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Noah's Ark - Multiplying with Fractions	*7.3	3/2	2	S	e,se	3-8	4.0	4.0	4.0	1	2	2	0	1	1	4.0	2.5	Math
	User comments: Presents very well in animated form the multiplication of fractions.																	
X F 72																		
Super Celsius	*1.0	4/2	1	S	e	4-7	3.0	4.0	2.0	0	1	1	0	0	1	1.0	-	Science Math
	User comments: Send it back, not worth showing. Moves too fast for students to grasp.																	
X F 73																		
Interplanet Janet	5.3	11/13	8	R,S	e,m,p, se	K-5 (6-8)	2.7	3.3	3.0	3	5	5	3	7	1	2.8	3.5	Creative Writing Science Astronomy Reading
	User comments: Found it difficult to understand the dialogue. Many students, through TV, have seen this - but it still arouses their interest and refreshes their memories. Would not use - mixture of advanced information with humor. Does not provide meaningful info for students at this level (grade 6). Felt that the song and movement go so fast, difficult to understand. Not very																	
X F 74																		
	User comments: scientific - cute!																	
Fit to Live	*8.0	4/3	2	R,S	m,s	6-e	4.0	4.0	4.0	2	0	1	0	1	0	4.5	3.0	Health Physical Education
	User comments:																	
X F 75																		
Heroes and Heroines of the Metric System	6.8	10/22	7	R,S	e,m,j, s,se	(3) 4-9 (10-12)	3.6	3.4	3.1	4	3	7	0	5	1	4.0	2.9	Math Science Economics Cultural Studies
	User comments We have a metric background, so this was just fine. Much of the subtle humor was lost on students (grades 7 and 8). Kids do like cartoons - even bigger ones!																	
X F 76																		
(The) Coral Reef	8.4	16/23	10	R,S,U	e,m,j, s,p,se	(4-5) 6-e	3.8	3.6	3.7	6	4	8	2	8	2	4.4	3.1	Biology General Science Oceanography Marine Science Conservation Ichthiology Photography
	User comments: In addition to the obvious development of the coral reef and life of coral reef animals, many other marine animals are shown and discussed. Beautiful underwater photography. Excellent and informative film. Good film! Film presents excellent close-up underwater photography. Though the subj. matter of the film is interesting, it drags a bit towards the end. **																	
X F 77																		

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban
S - suburban
R - rural

levels of schools:
e-elementary s-senior high pa-parochial
m-middle c-college p-private
j-junior high a-adult t-technical
se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Xerox METRO CODE: X

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Hiroko Ikoku	8.0	6/12	6	R,S	e,m,j, ge	K-S (6-e)	3.8	3.5	3.4	5	0	5	0	4	0	4.8	3.0	Social Studies Creative Film-making Japan Children's Literature
X f 78	User comments: Story line unexciting. Only suitable for elementary level. Film complemented our study of Japan. It showed perfectly the blend of traditional and modern. They (students) really enjoyed it. This film is beautiful. I hope to use it also in composition course to inspire students' writing. Should be discussed first, using film guide.																	
Place to Place	*8.0	2/2	2	R	e	1-5	3.5	3.5	3.5	2	0	2	0	2	0	4.5	3.0	Math Film Study Ethics
X f 79	User comments: Shows place value concept in animated fashion. Interesting way of presenting sometimes difficult concept. Repetition of number wheels a good technique in drilling the point in. Cartoon story was slightly distracting though.																	
Echoes	6.'	4/6	5	S	e,m,se	4-e	3.5	3.2	3.0	4	1	4	1	4	1	3.0	2.9	Guidance Language Arts Social Studies English Humanities Entertainment
X f 80	User comments: This film has a sensitive approach towards the elderly. Non-narrative. Provoked excellent discussion. Heightened powers of observation. Very stimulating. Got across message very well.																**	
Transformation of Mabel Wallis	7.4	6/9	6	R,S	e,m,j, s,se	4-e (K-3)	3.3	3.5	3.7	6	0	6	0	5	0	4.3	3.5	Aging /Sociology Human Behavior Family Life English /Values Filmmaking Guidance /Sp.Ed. Health /Psychology Social Studies
X f 81	User comments: Examines loneliness, isolation aspect of aging and how a little kindness can make a world of difference. Especially good for younger kids to help understand old grandparents, neighbors. Good film for discussion. English accent and old lady hard to understand. Excellent to show the isolation, often self-inflicted, of the elderly.																	
Disappointment - A Day That Didn't Happen	9.0	5/8	4	R,S	e,m,j, se	3-8	3.3	3.0	3.0	3	0	3	0	3	0	4.7	3.4	Family Life Home Economics
X f 82	User comments: Excellent job to display feelings. Film does an excellent job building up to the disappointment.																	
(The) White Seal	9.9	21/27	15	R,S	e,m,j, se,p	K-e	4.0	4.0	4.0	15	0	15	0	15	0	5.0	3.9	Social Studies Economics /Nature Entertainment Science /Sociology Moral Values Reading Language Arts Creative Writing
X f 83	User comments: Excellent film for all ages. Music is excellent also. It is better than excellent. When there are no discipline problems during large group (over 100) showing of film, the film must be of high interest level. Film covers a variety of subject areas. Fantastic. Great color. Good for study of marine science. Entertaining as well as teaching a lesson about the																	
	User comments: greatest foe of nature - man. Realistic and believable. Excellent discussion motivation as well as real emotion challenger.																	

Explanation of code:

rating: 1 ..... 10 (poor-excellent)

regions: U - urban; S - suburban; R - rural

levels of schools: e-elementary; s-senior high; pa-parochial; m-middle; c-college; p-private; j-junior high; a-adult; t-technical; se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

NAME OF COMPANY: Xerox METRO CODE: X

Title and METRO code #	Composite rating	Number of bookings	Number of evaluations	Regions	Levels of schools	Recommended grade levels	Accuracy	Production quality	Content selection	Has emotional impact		Has style, aesthetic value		Stimulated audience		Met user's objectives	Student interface	Possible application in
	max. 10.0	S					max. 4.0			yes	no	yes	no	yes	no	max. 5.0	max. 4.0	
Rikki-Tikki-Tavi	9.7	22/25	13	R,S,U	e,m,j, se,a	K-8	4.0	4.0	4.0	13	0	13	0	13	0	4.8	3.9	Enjoyment Language Reading Science
	User comments: Excellent for all ages. Always a good story - children loved it. Narration is excellent. Excellent use of color. Exciting film for children. Fantastic!!																	
X f 84																		
(The) Not So Terrible Octopus	8.8	18/35	12	R,S	e,m,j,s p,se	(1-3) 4-8	3.9	3.7	3.8	9	2	12	0	11	0	4.5	3.6	Life Sciences General Sciences Reading Zoology Biology Photography
	User comments: Presents the octopus as a much more docile creature of the sea, rather than the feared sea monster. Excellent underwater photography. Some scenes are very dark - hard to see unless room is dark. Good, much discussion. **																	
X f 85																		
(The) People of People's China	8.9	16/23	10	R,S,U	m,j,s, ps	(4-6) 7-8	3.6	3.8	3.7	7	2	9	0	7	1	4.6	3.6	Asian Studies Geography Social Studies China Communism Maoism
	User comments: Excellent understanding for Mao's cultural revolution - understanding China today as a classless society. Propaganda lesson. Covers political, cultural, historical, social events in China. Emphasis is on permanent revolution. Excellent for China's history. Extremely good information. Great film.																	
X f 86																		
	User comments:																	
	User comments:																	
	User comments																	
	User comments:																	

Explanation of code:

rating: 1----------10 poor-excellent

regions: U - urban S - suburban R - rural

levels of schools: e-elementary s-senior high pa-parochial m-middle c-college p-private j-junior high a-adult t-technical se-special education

DNA - does not apply
NA - sufficient data not available
* - not included in composite evaluation
** - student comments available

STUDENT COMMENT SAMPLING

Title of film: The White Seal (X f 83)

Distributor: Xerox

Grade level: Suburban area, middle school, Grade 6

Subject taught: Eskimo

Order of use: Prediscuss, Screen

Purpose of showing film:

To project a greater understanding of the arctic seal, and the part it plays in the life cycle process.

Teacher comments:

This was a wonderful film, done in cartoon form, giving the life story of the seal and the perils it runs into. A beautiful story with a happy ending.

Student comments: (*all sic*)

- The movie told me that there is hope even when it doesn't seem like it.
- Super terrific!
- People have got to stop killing seals that they don't need and stop polluting the sea.
- The seals should not be hunted, and that there is alot of dangers to seals, but, man is the seals most dangerous enemy.
- It said that I think that Eskimos should not kill seals (Personally I'm a seal lover).
- There is always the right place for every one if you just take the time to find.
- I think the film told that there is a heaven, if you try hard enough to find it.
- The meaning was to judge a person by whats inside, not the person's color.
- Freedom to seals means alot to them.
- It ment just because one person is a different color dosen't mean anything.

(continued)

- I think that the movie was telling us not to overcome animals.

- I liked the movie very much and you were probly were tryint to teach us not to kill seal.

- Seals have a write to live without being fritend for there life.

- This story said to me that you shouldnt kill off seals! You should make more.

SUMMARY SHEET
BUILDING LEVEL MATERIALS

Company Name: Xerox (X)

Number Of Years Depositing Media For Evaluation: 7

Number Of Items Placed For Evaluation During 1979-1980: 5 kits

Production Quality: Good

Packaging Qualities:

Durability Of Container: Above average

Attractiveness Of Package: Colorful, but inconsistent size

Leader's Guide: Helpful when supplied

Comments:

- kits had to be broken down into more usable size components
- some materials not intact
- materials cover a variety of topics and most age levels
- those receiving use drew favorable comments
- attractive alternative to their 16mm films

Worthy Of Note:

On Location With Composition

Titles Evaluated:

Free Speech and Press
Learn About Dinosaurs
Learn About UFO's
On Location With Composition
Rudyard Kipling Stories

251

NAME OF COMPANY: Xerox METRO CODE: X

Title and METRO code #	Composite rating	Number of times circulated	Number of evaluations	Appropriate grade level	Usable for independent study		Accuracy	Production quality	Best circulated as			Best placement location				Student interface	Possible application in
									Complete unit	Component parts	Either/or	Regional center	Town-wide center	Single building	Single classroom		
	max. 10.0				yes	no	max. 4.0									max. 4.0	
On Location with Composition X k 26A/B	8.0	24	5	4-6	3	2	3.4	3.35	3	0	2	5	3	3	0	3.45	Creative Writing All Subjects
	User comments: Fine information. Kept students' interest. Excellent for individual and/or small group use - tends to set the mind at work.																
Learn About Dinosaurs X k 27	8.2	14	6	2-6 (1,7)	4	2	4.0	3.3	3	-	3	4	4	2	2	2.9	Science Language Arts
	User comments: Requires great deal of student preparation prior to most effectively use. Colorful, informative, high interest. Too technical for grade 1. Vocabulary needs introduction. Tries to include beginning concepts of "eras" of dinosaurs. Boys more intrigued than girls.																
Rudyard Kipling Stories X k 28	8.5	7	1	5	1	-	4.0	4.0	-	-	1	1	1	1	-	3.0	Literature Language Arts
	User comments: High interest topic - could lead to literary interest with Kipling. Interest good with low ability readers. Participation spotty - trying to get group interested in using library for follow-up.																
Learn About UFO's X k 29	8.0	11	1	3-6	1	-	4.0	4.0	1	-	-	1	1	-	-	4.0	Reading
	User comments: Good balance showing UFO stories and why they can or can't be explained.																
Free Speech and Press X k 30																	
	User comments: NA																
	User comments:																
	User comments:																

Explanation of code:
rating: 1----------10
grade levels: e-elementary j-junior high c-college m-middle s-senior high a-adult
NA - sufficient data not available
** - student comments available